

THE ART OF

ALICE

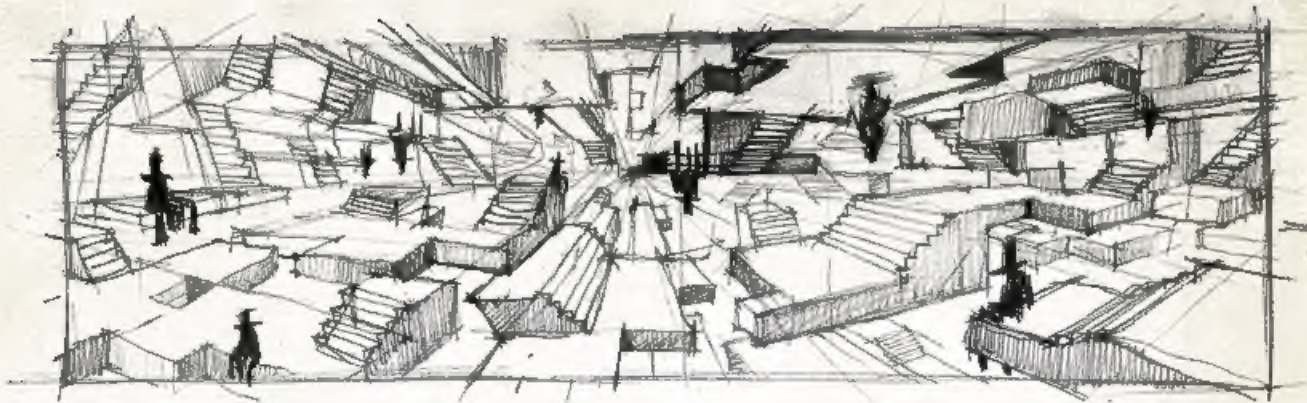
MADNESS RETURNS™



INTRODUCTION BY
AMERICAN MCGEE







#PECKHSA



History figure represent
Sofia's team: when you
leave / make / worst
combination / make their
approval and congratulate
when you're
theoretically very
leaky and totally
absent.



Tyler Lockett. An assortment
of sketches done for the design
document when we were pitching
the game to EA.





LEFT: Sun Guoliang. This weird scene is intended to be a prophet trying to tell Alice something. Ken commented it was too "conventional fantasy," so we decided not to use it. **TOP RIGHT: Ken Wong.** This was the very first image I did for the game—I was pushing for a style closer to photomontage. Bables are creepy. I remember even at this date we were talking about whether there should be light bulbs in Wonderland. **BOTTOM RIGHT: Luis Melo.** Nothing is what it seems in Wonderland... The trees are hollow, and clockwork is ticking inside them. In fact, whole worlds of clockwork are ticking while Alice tries to find her way around. This is a study for a game poster, based on the forest and clockwork settings, which we think are emblematic to the game series.



Tyler Lockett. This idea came from a desire to see Alice running on the walls and ceiling. KW: An M. C. Escher-inspired environment, which we tried to get into the game, but which ultimately posed too many technical problems.



Tyler Lockett. A sagging and warped Victorian slum house. I was looking closely at the brilliant set designs in Carol Reed's *Oliver!* KW: One of our first test assets. When you outsource 3-D art, you need to add as many notes and instructions as possible for the artist.



Tyler Lockett. KW: In our initial designs, Alice was armed with an umbrella in London, which she could use as a tool or weapon.





Sun GuoLiang. *KW: An early exploration for a forest environment.*



Tyler Lockett. *Alice warns a group about the dangers of drug use.*



Tyler Lockett. *The March Hare's house. I wanted the top hat on the skull to read as his house, and the white trees to read as skeletal ears.*



Nako. *This was my first design for Alice. The brief was quite simple: put a Victorian animal into a scene and show some gameplay. At that time I knew little about Victorian style, so I collected a lot of reference, then I made this. It is the Alice world in my mind. KW: One of the challenges of working with Chinese artists is that they're not as familiar with surrealism as Westerners are. However, I think Nako showed a good understanding in this picture. It also has quite a Victorian sensibility to it, which was another challenge for them.*



Emmanuel Malin. *This was the initial idea, a giant Alice wearing the Rabbit's house. Unfortunately, it doesn't give her much room for destructive mobility.*



THIS PAGE AND FACING: Emmanuel Malin. EW: Some early mood shots. These are incredibly beautiful paintings, but ultimately we wanted to root Alice in a more recognizable, less abstract world.





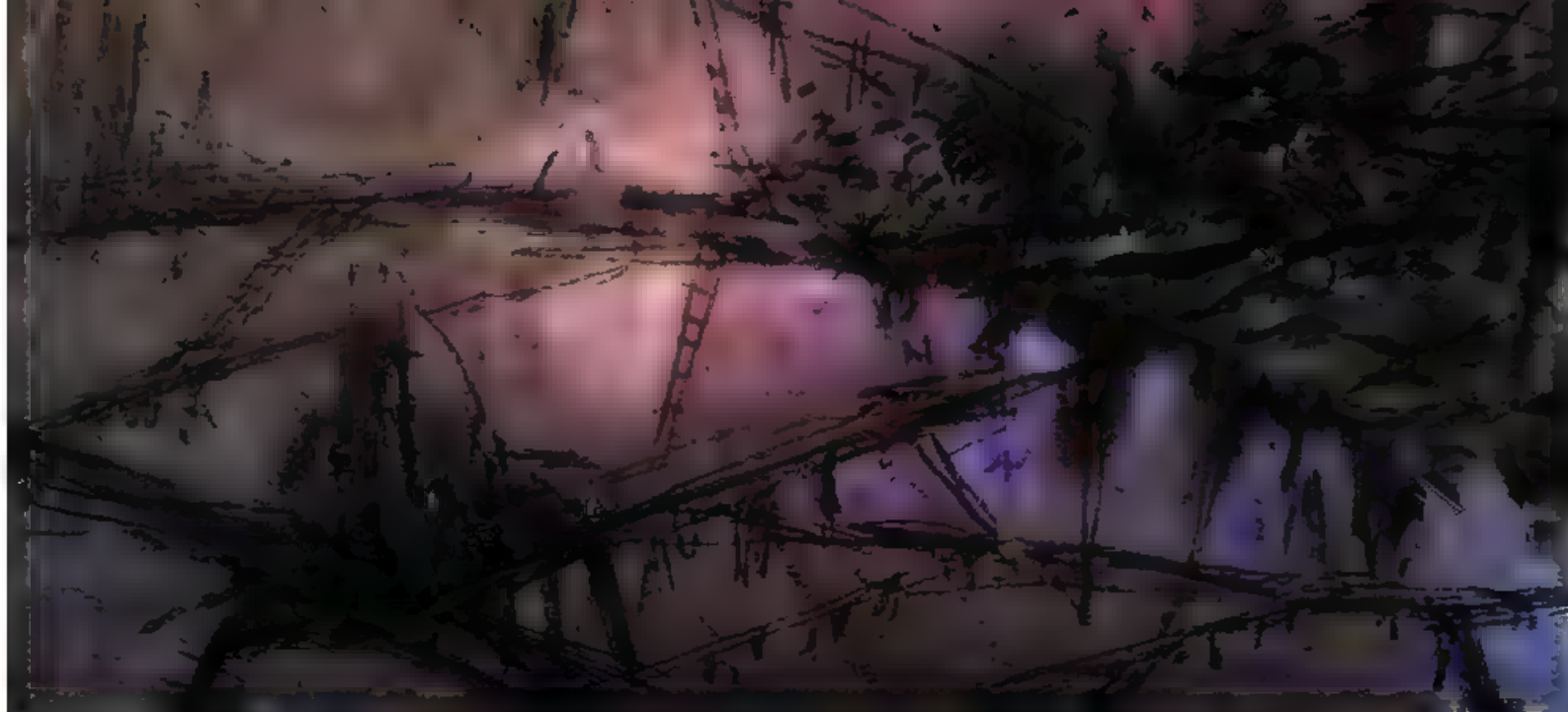


ABOVE: Tyler Locken. Wonderland merges into London. Jack the Ripper meets H. P. Lovecraft. **BELOW LEFT:** Ben Kerslake. *KW: Ben is a great concept artist, but on Alice he served as creative director. It was a rare treat to get this bit of early art from him, capturing a nice, strange moment.* **BELOW RIGHT:** Julie Dillon. *KW: An idea for the Red King, bound in a forest/asylum.*



FOLLOWING PAGES: Sua GuoLiang. This is a giant princess who gives birth to a lot of monster babies. Alice ends her suffering—by killing her. We didn't really use it in the game; perhaps it was too bloody! *KW: Our artists are all nice, pleasant people, so we really had to push them to explore their dark sides for this game. This image is the result of me telling Sonny to go darker, darker, darker. Maybe we went too far.*





Tyler Lockett: A sketch for a rickety-stilt world, supported by thin planks of wood, reflective of Alice's fragile state of mind



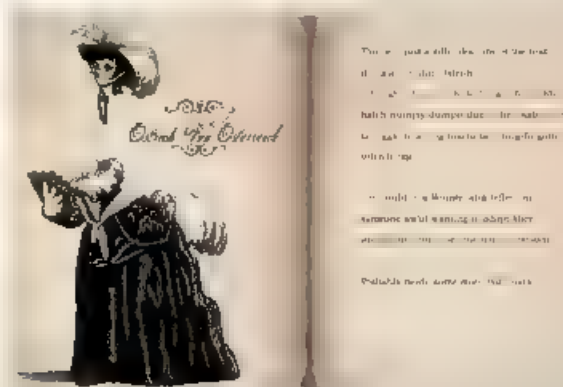
Tyler Lockett. The Mad Hatter as an East End ruffian.



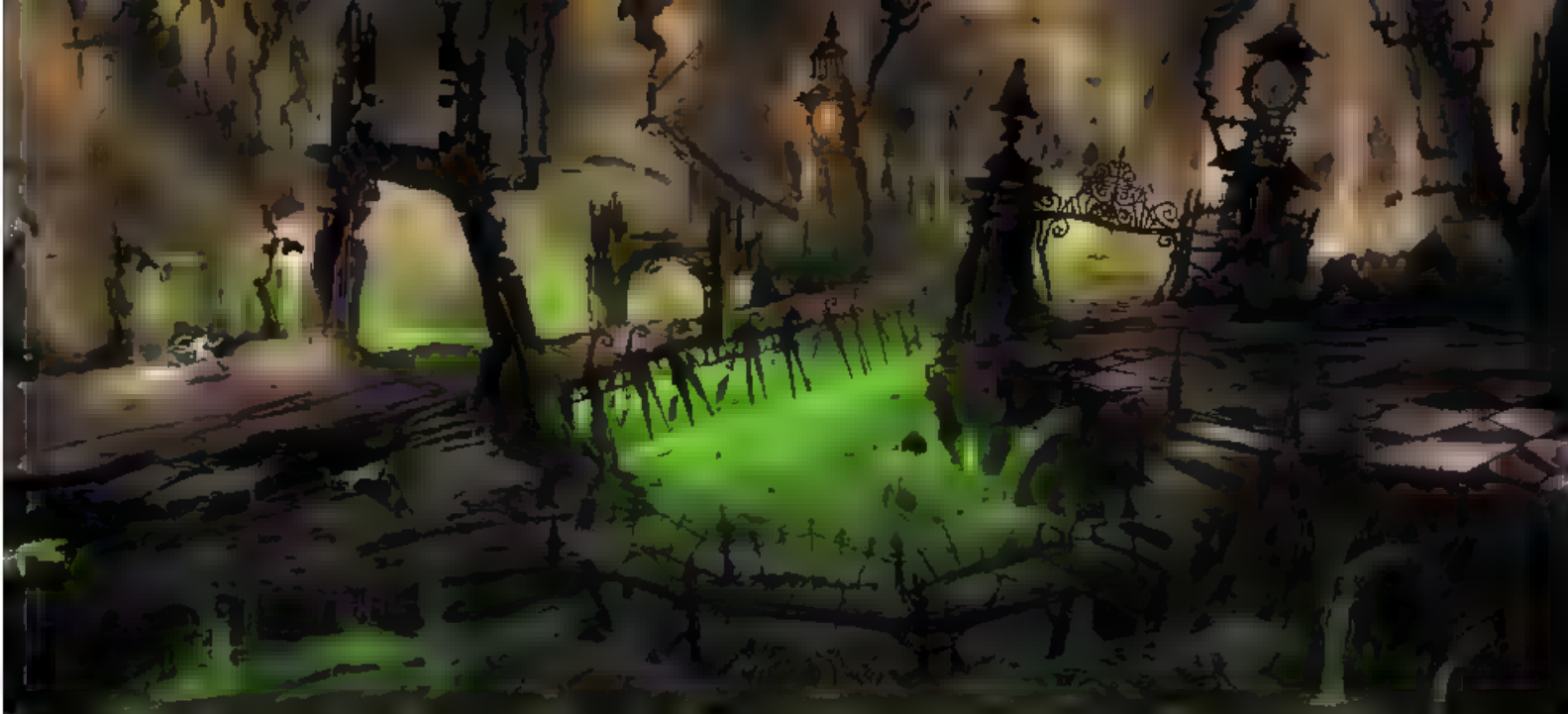
Wang ShengHua, KW: *Some early ideas for a broken-down Mad Hatter for Wonderland*



LEFT: Luis Melo. RIGHT: Tyler Lockett LM: The tea party turned into a nightmare. This one was a concept for a living muffin creature, who was not too happy to have his face bitten and his blueberry brains coozing out.



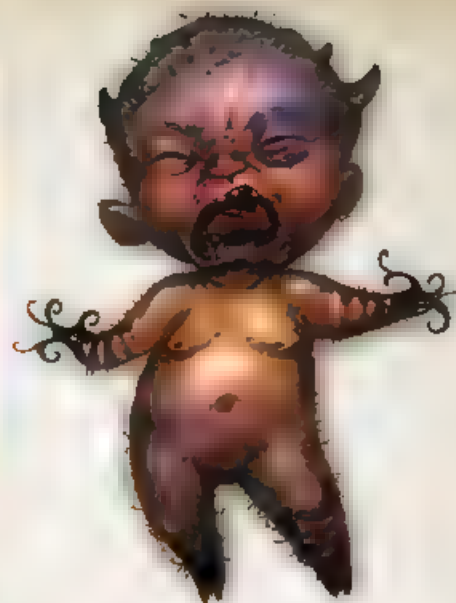
Luis Melo. This is another character from the initial brainstorming for new characters, based on eccentric animals and Victorian references. An Austrian ostrich aristocrat, obsessed with snatching up Humpty Dumpty so she can hatch a monster out of him – maybe KW Luis had no problem capturing the ridiculous, Victorian roots of Wonderland.



Tyler Lockett



Wan KokLeung. Some ideas for a level on the moon, made of cheese. KW I absolutely love Wan KokLeung's unique rendering style and outrageous monster designs.

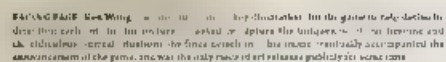


Wan KokLeung. KW Some really wonderful designs for the Dollhouse that we never had time to use.



Sun Guoliang. A weird baby. We decided not to use it in the end. American loved it very much. KW This baby was our first test-character model after Alice. It was about four meters tall. It was also featured on Spicy Horse's Christmas card that year.





Քանի որ հեղինակները չեն ցուցաբերում անհիմն վարձակալության փորձ, ապա անվիճելի է համարվում, որ նրանք չեն փորձում իրենց իրավունքները խախտել և օգտագործել անօրինական կերպով:



*Selon d'Et. Thibault, on ne peut pas dire que les personnes âgées ne soient pas responsables de leur situation, car beaucoup d'entre elles ont des ressources financières.



ABOVE: Tyler Lockett. A colorful, rat-pack street gang. I was shooting for a balance between menacing and humorous. BELOW: Tyler Lockett. An early map of Victorian London, showing different 'hoods'. KW: Actual nineteenth-century London provided a lot of inspiration. The deeper we dug, the more filth we uncovered. London was not a pleasant place in those days, especially for a crazy young woman like Alice.



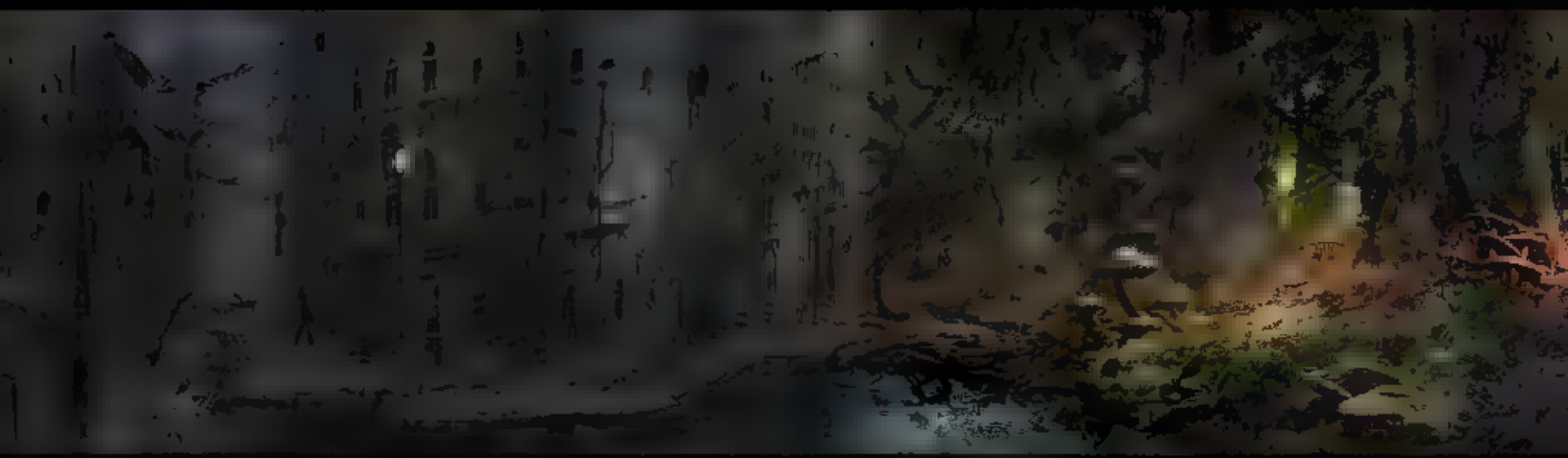
FACING PAGE, Tyler Lockett. A festive, plump Victorian gentleman. Early on we were trying to decide how far to push the characters proportions



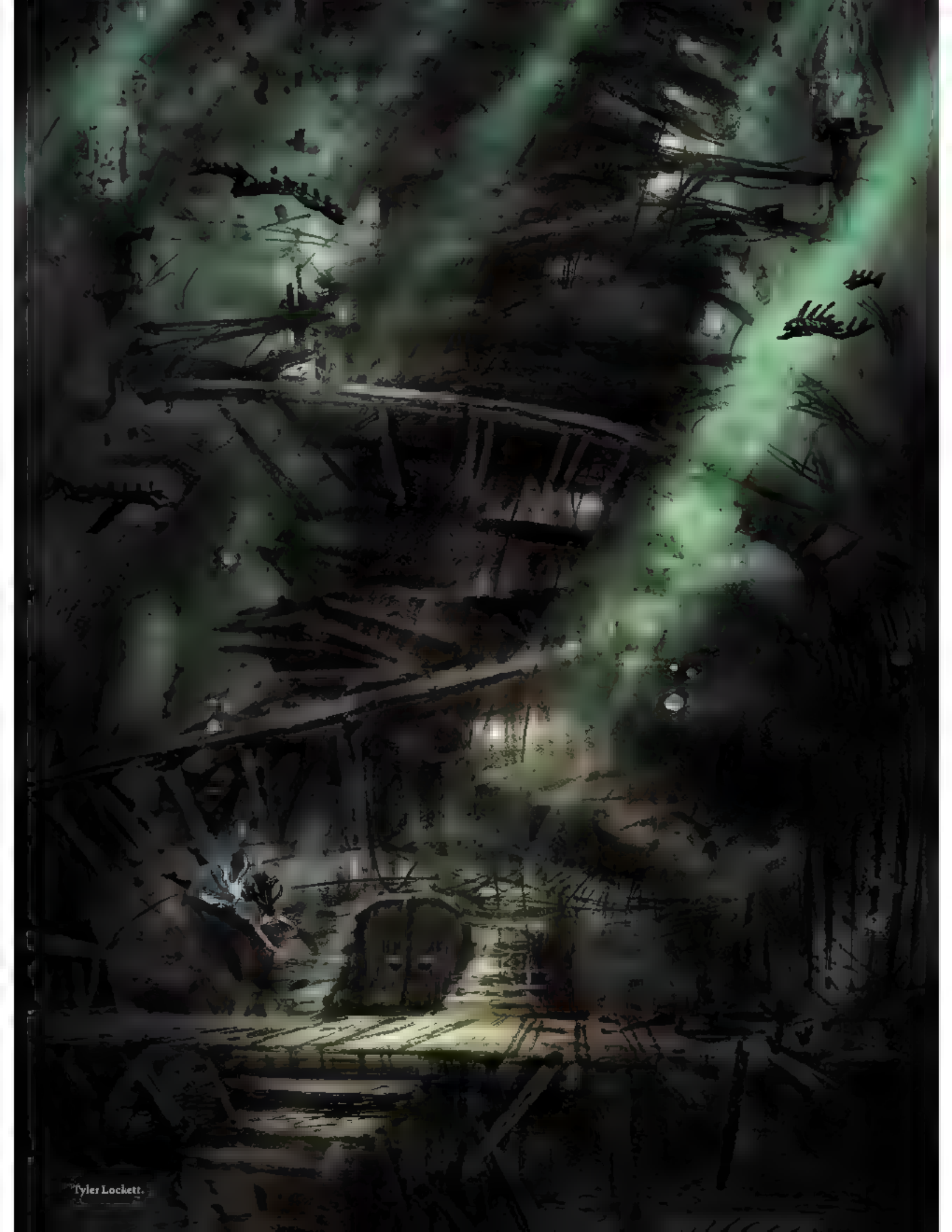
REPRODUCTION



Tyler Kinkadee: An atmospheric view of London, inspired from the Victorian photos.



Sam Gendreau: The transition between London and Wonderland, one city beneath the other. With a sense of the social difference between London and Wonderland, London is grey, gritty, and full of smoke, while Wonderland is full of color, with dark shadows and bright lights. This is also the only call on what is not art is required for the Tale of Two.

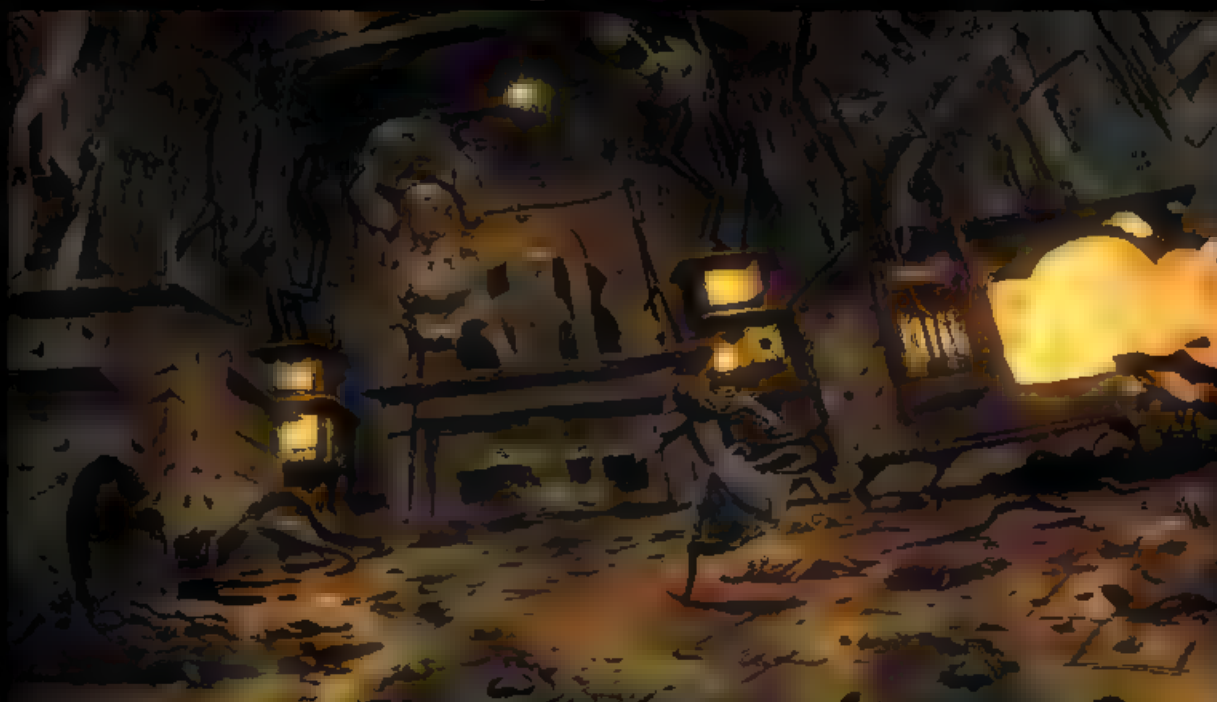
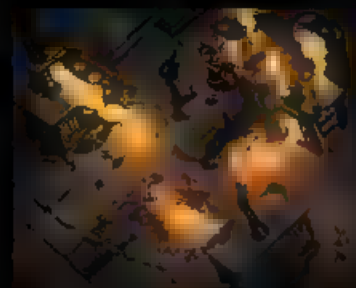




Ken Wong.

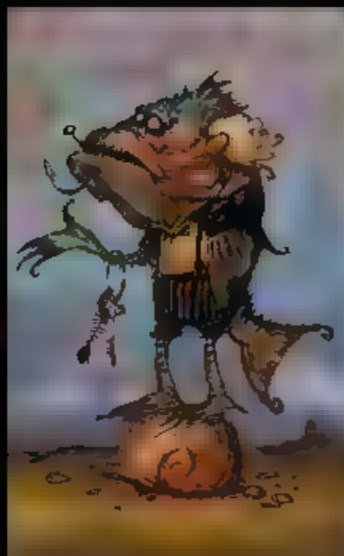


Luis Melo. The goal for creating an encounter with the Duchess's cook was to turn the mayhem of that part of the book into pure horror. We went the disgusting way, trying to come up with the most foul-looking and pig-innards-obsessed "woman" we could.





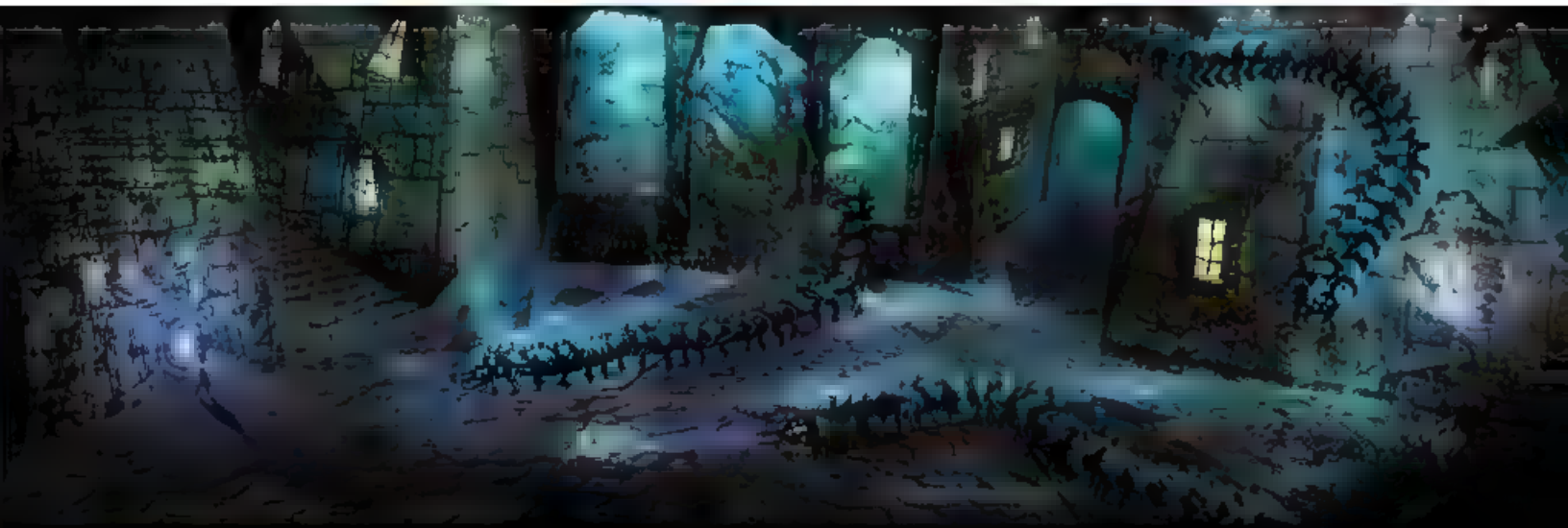
Sun GuoLiang. This was a paintover for Mr. Toad, living in the sewer. Ken and I tried a lot of interesting and disgusting ideas, like Alice destroying the eggs.



ABOVE LEFT: Sun GuoLiang. The Frog Footman. I collected many Victorian servant photos when designing this. **ABOVE RIGHT:** Sun GuoLiang. Abused fish servant. I like the hook on his mouth, though it is removed in the final version.

RIGHT: Sun GuoLiang.

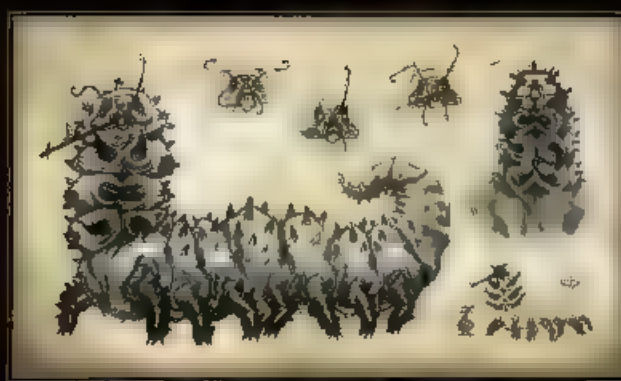




Spiders and other arachnids are found in the most hidden and darkest corners of the cave, often in the most dangerous places.



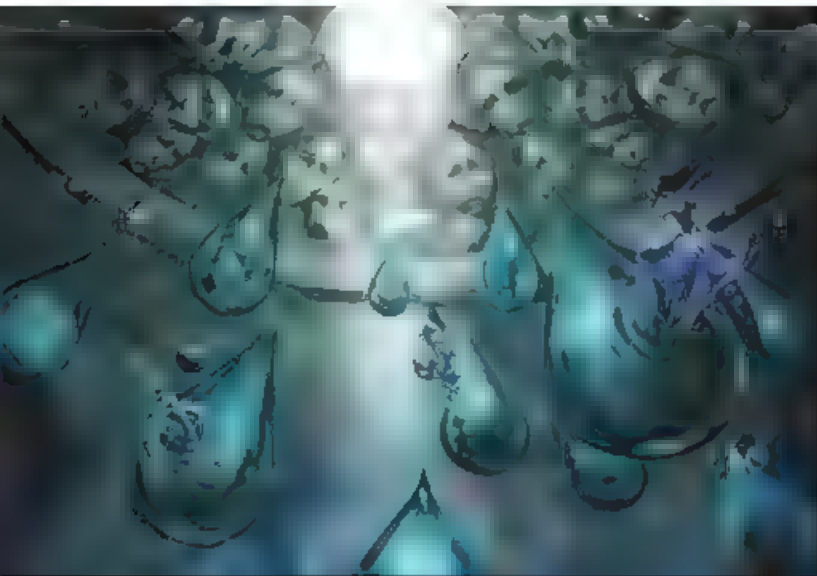
Spiders and other arachnids are found in the most hidden and darkest corners of the cave, often in the most dangerous places.



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THE ARACHNID MUSEUM

THE ARACHNID MUSEUM

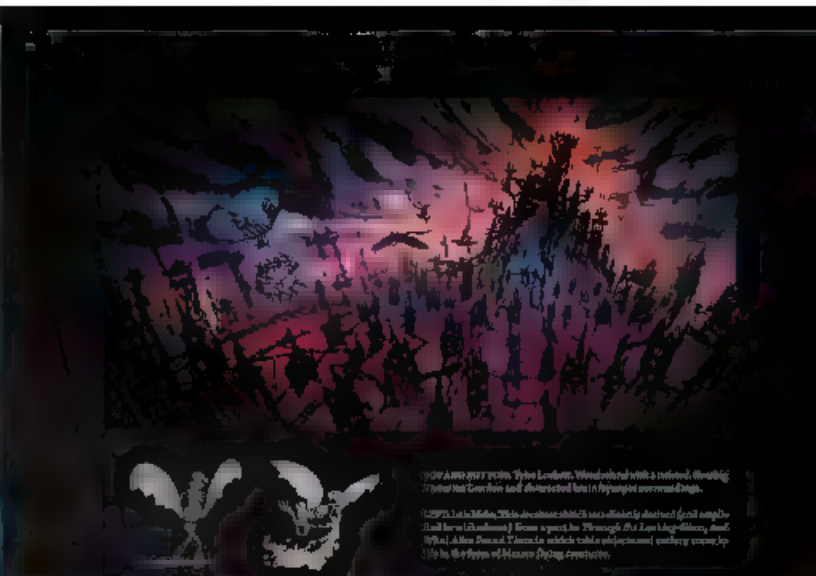


John Deane. *Two very sharp lines that
are curved by the point of entry,
but it looks like a single continuous
line (the eye is not looking).*

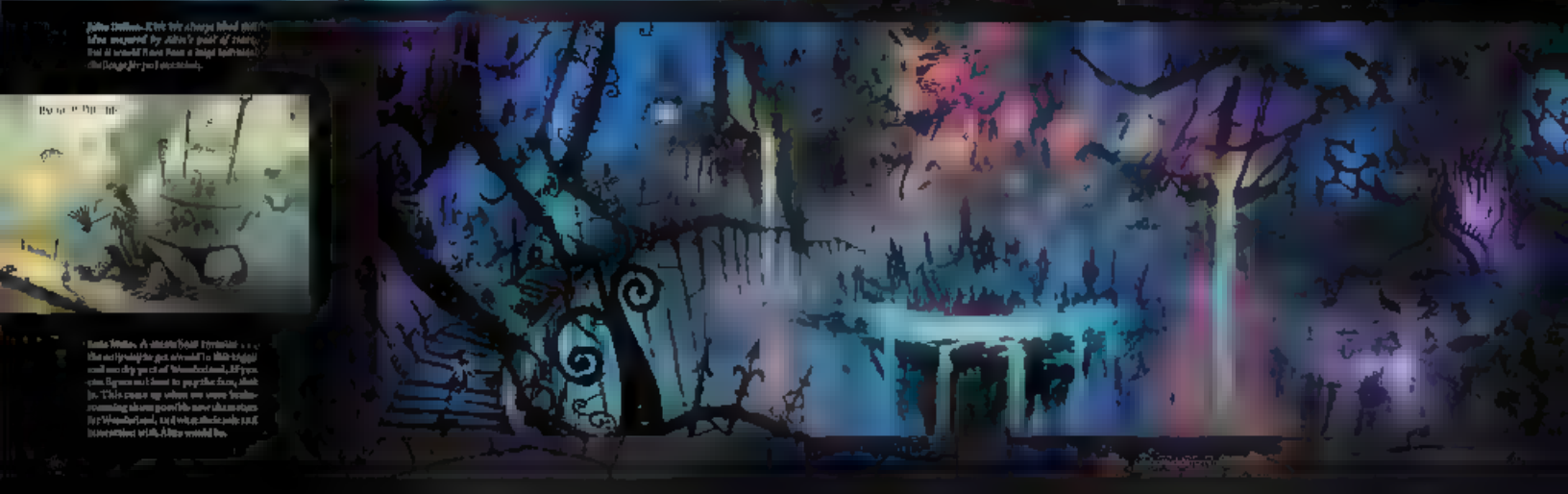


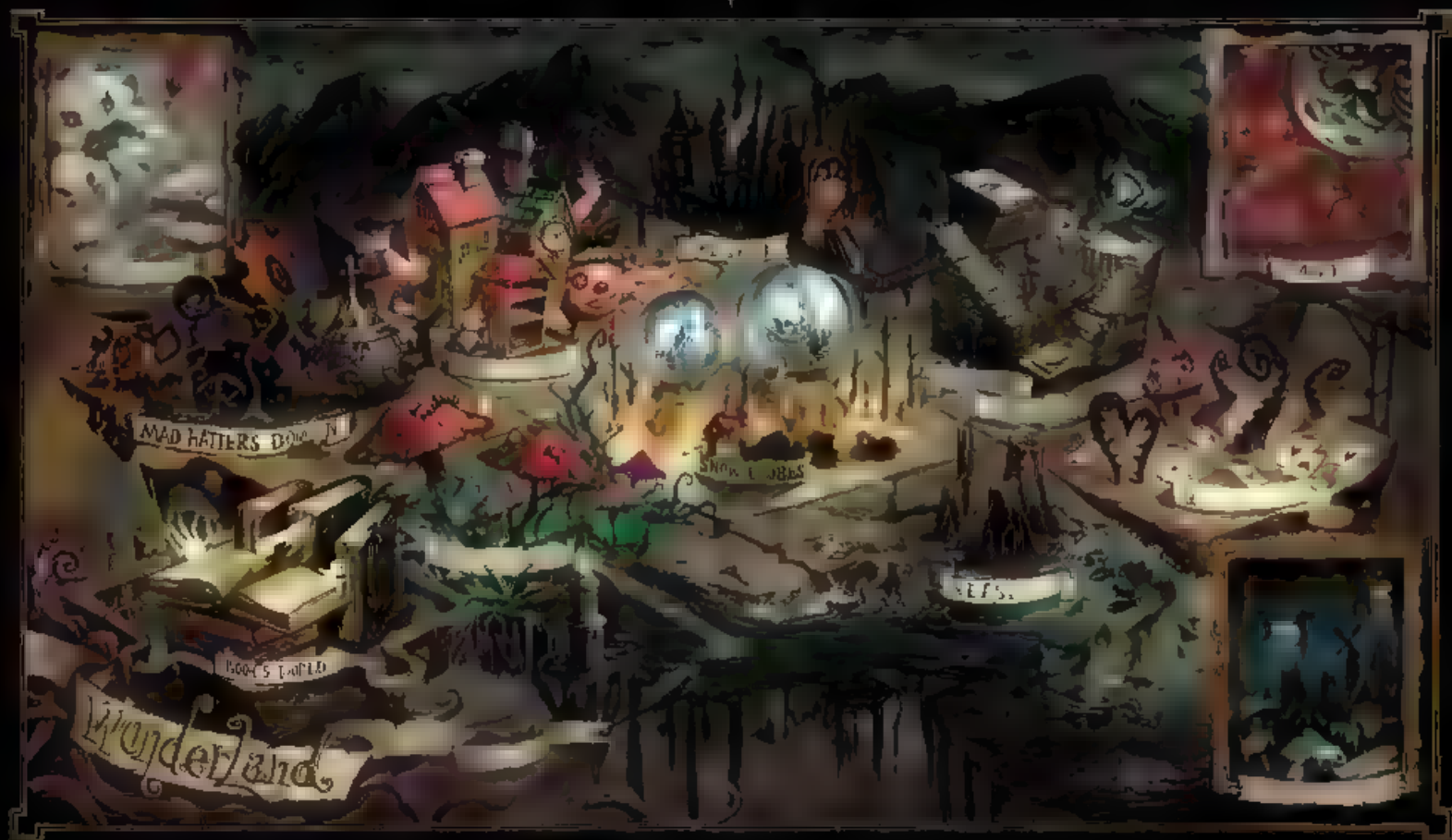
BY THE WAY

John Deane. *A single line from the
the outside to get around to the inside
and see the part of the world, if you
can figure out how to get the face, that
is. This came up when we were looking
at the possible new structure
for the world, and the whole idea is
to see what it is.*



John Deane. *Two sharp lines that
are curved by the point of entry,
but it looks like a single continuous
line (the eye is not looking).*



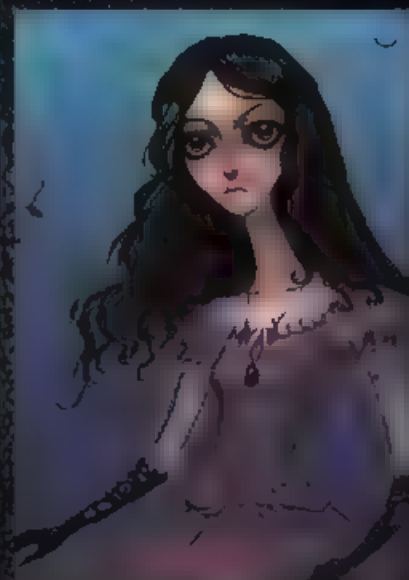


Wonders of the World
This is an old copy of the whole globe. The land shapes changed a lot
after that, and some parts were removed. You can see the old shape of the
world! But it was destroyed, a while ago. So, the world is not the same.

THE END OF THE WORLD

THE END OF THE WORLD





Sun GuoLiang. We were pursuing the stop-motion style, so I adapted some *Corpse Bride* inspiration in this design. I know she looks too weak, but I think the personality is good.

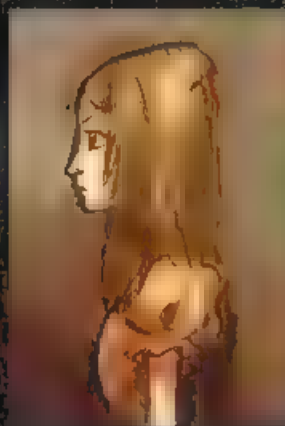


Ben Kerslake. This piece is an early exploration of the Alice character and brand in a highly graphic style. It was an attempt to capture her typically nonchalant attitude toward the extreme and often violent events she witnesses or actively takes part in. The juxtaposition of outward calm and inner turmoil makes her a compelling subject.

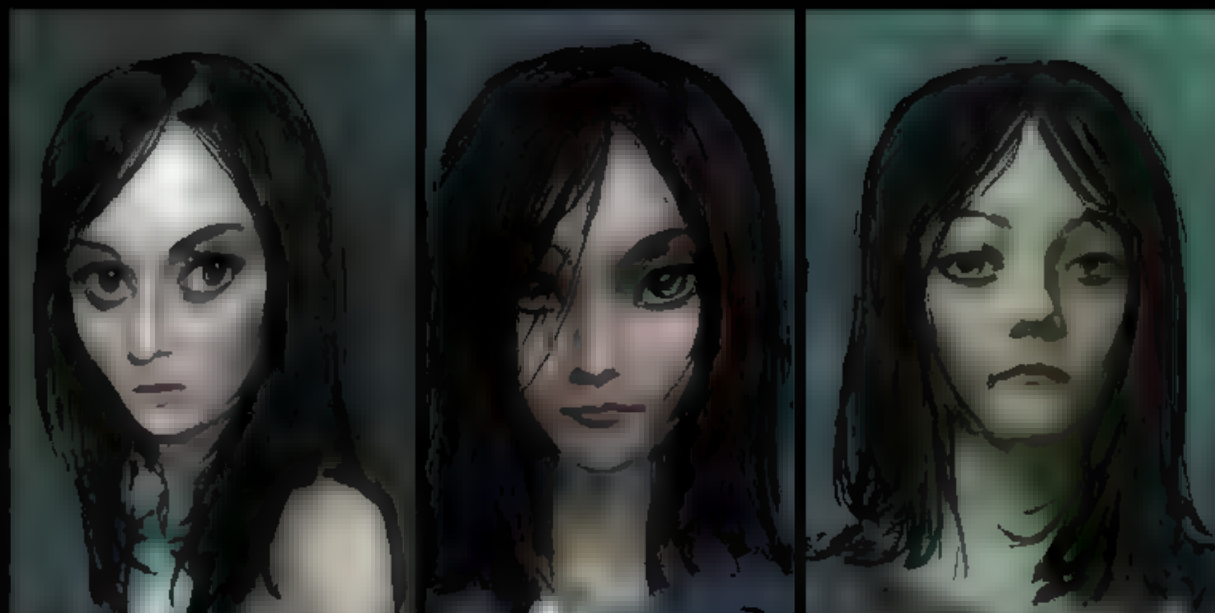
LEFT: Sun GuoLiang.



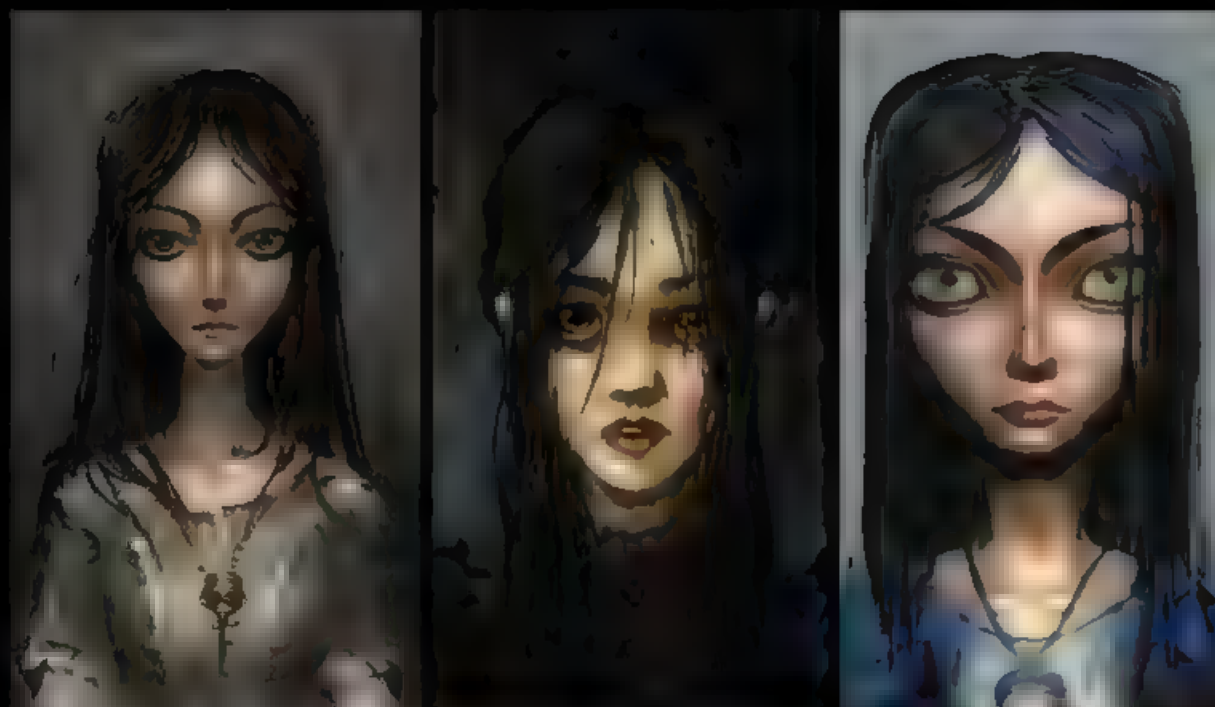
San Guo Jiang, KW: Our team actually started working on Alice months before we had a deal in place. Just as the deal was being signed, the 2008 financial crisis caught up with our publisher, and the deal was cancelled, along with many other projects. Sonya painted this picture on that sad day. Several months later, after a lot of hard work and negotiating, the deal was recontracted, and we resumed our art.



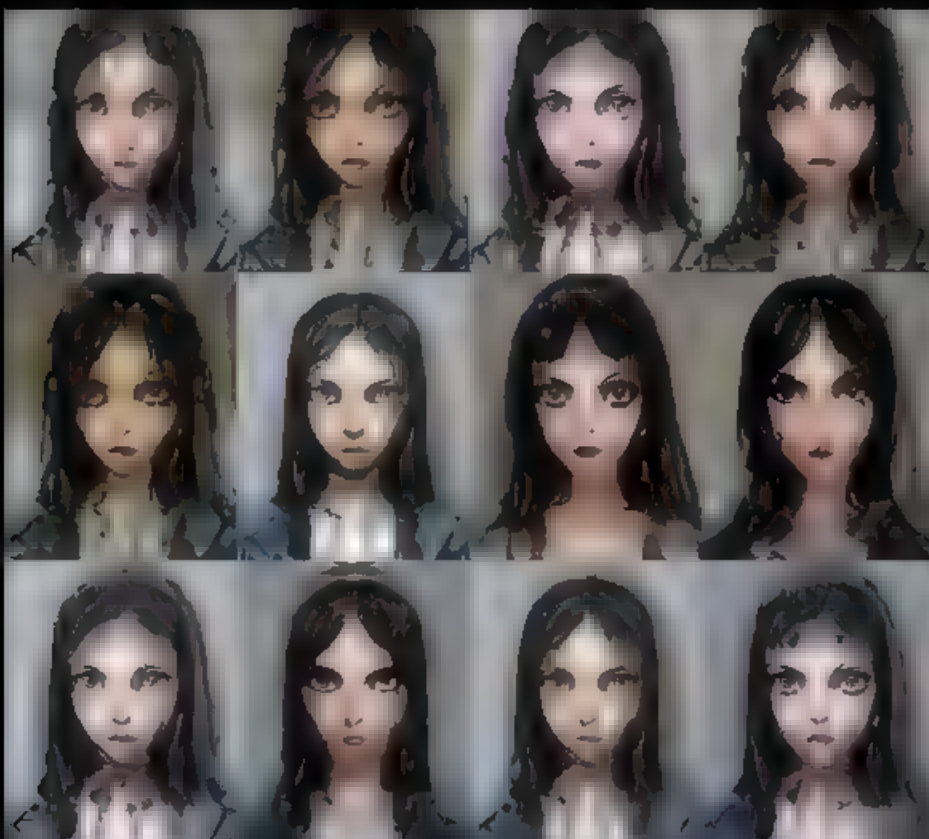
Ben Kerslake: These images represent very different directions that both the Alice character and the entire game may have taken. It was important to us that Alice remained a character players could relate to. We cycled through countless variants of proportion and shape.



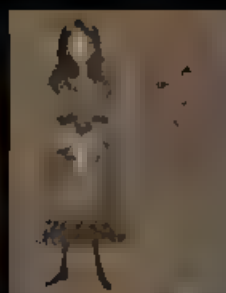
San GuoLiang. I tried a lot of styles during the designing of Alice's face, to make her look more haggard.



LEFT TO RIGHT: San GuoLiang, San Kernalke, Kan Weog. SGL: We really tried a lot of styles for Alice's face.



KW: Each of these images is a composite of different Alices by different artists, created to quantify the different proportions and styles we were trying.



ABOVE: Sun Guoliang. Alice's London costume. I realized later that these designs are too adult.

LEFT: Sun Guoliang. Two Alice designs. You can see I tried many very different styles.



Sun GuoLiang. Alice's hairstyles. I felt like a professional stylist.



Nako. Alice in the asylum. I spent a lot of time on the details of her clothes.

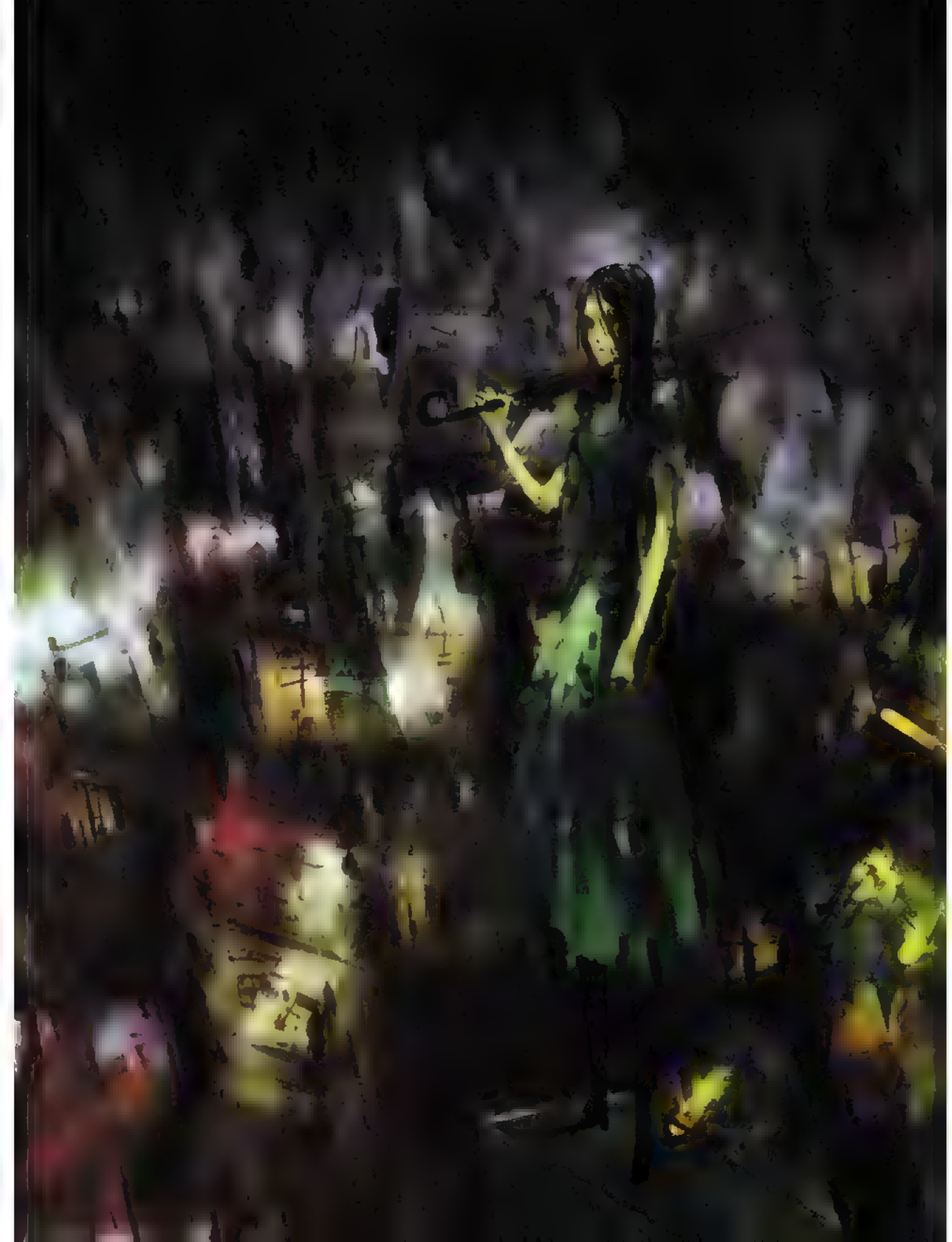


LEFT: Sun GuoLiang. Alice, more and more crazy. At last she cut off all her hair.

RIGHT: Hong Lei. KW: The final design for "Asylum Alice."

FACING PAGE: Ben Kerslake. An impressionistic take on Victorian London at night.







ERIS
Is ruler of Strife
and Discord



JUPITER
Mind rising above the
Horizon of Matter



Layer 2
Blue Skirt
Layer 4
Leg (top
fades to black)

WONDERLAND ALICE is a
beautiful but disturbed fighter,
an adventurer in her own mind.
She has powers enough to take
on the dangers of Wonderland

Layer 1
Apron

Layer 3
Petticoat



LONDON ALICE is a fragile, recovering mental
patient. She struggles to maintain her grasp of reality
while dealing with the horrible daily life of London's
vices and industrial upheaval.

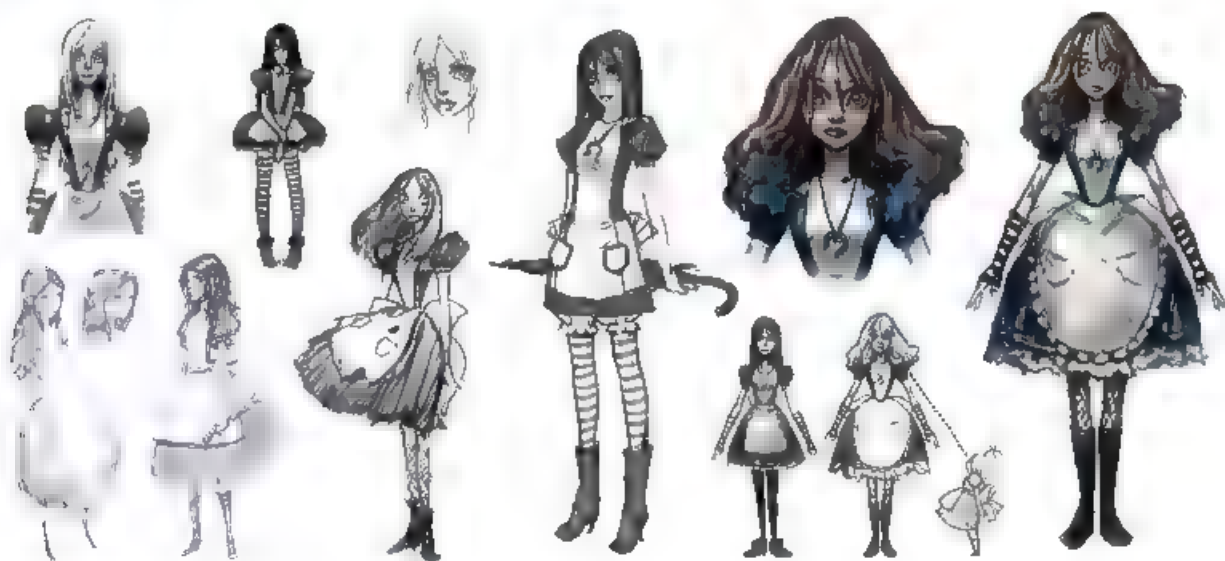
ABOVE: Ken Wong. For quite a
while, this was the hero image of
Alice, even though nobody was
really happy with it. Her thinness
(or stylization) was particularly
contentious. Her London costume
remained mostly unchanged.

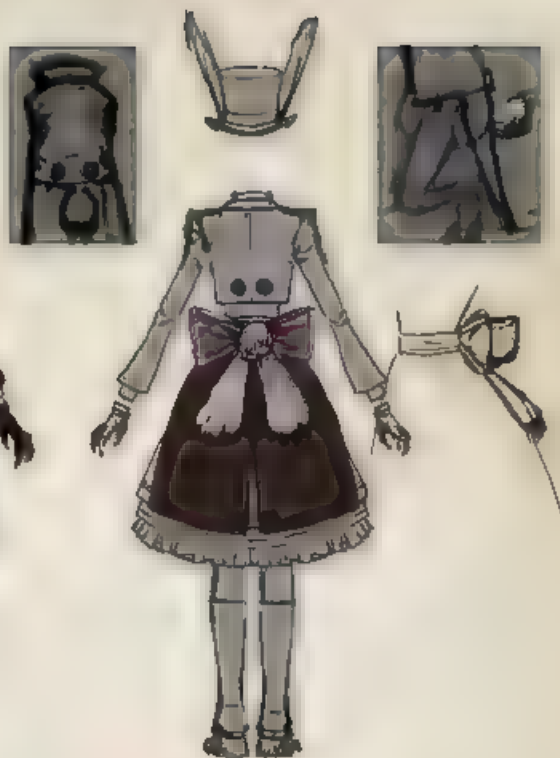
LEFT: Ken Wong and Jin Lei. KW:
Alice's pocket symbols didn't mean
anything in the first game, so we
revised them for this one. The image
on the right was the final concept
art we argued about before we
started arguing full time about the
3 D model.



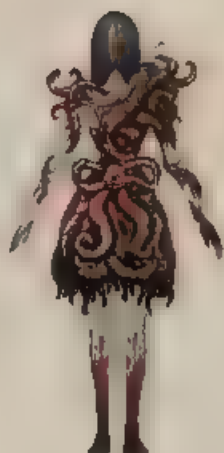
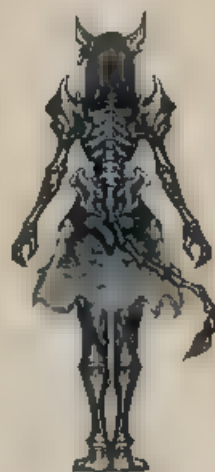
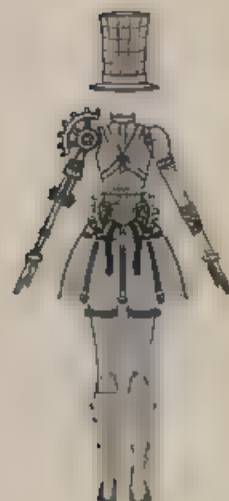
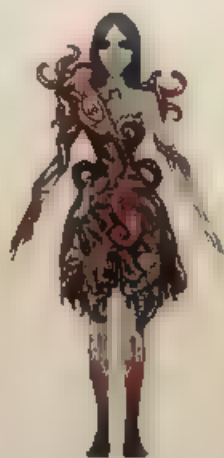


ABOVE: Ken Wong. I was pushing the style as far as I could here—which for some people meant I was pushing as far as possible in the wrong direction. BELOW: Hong Lei and Jin Lei.





Hong Lei and Nako. KW: Toward the end of the project we got the chance to add downloadable dresses. Somehow, these were designed and approved relatively quickly, with only one small issue regarding exposed undergarments






King Lear: I've recently we decided
It was a really cool thing to play with



King Lear: I've recently we decided
as heated as over the original blue dress



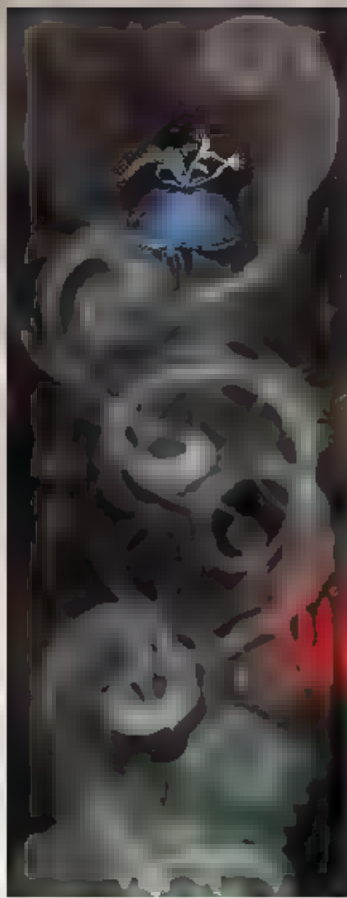
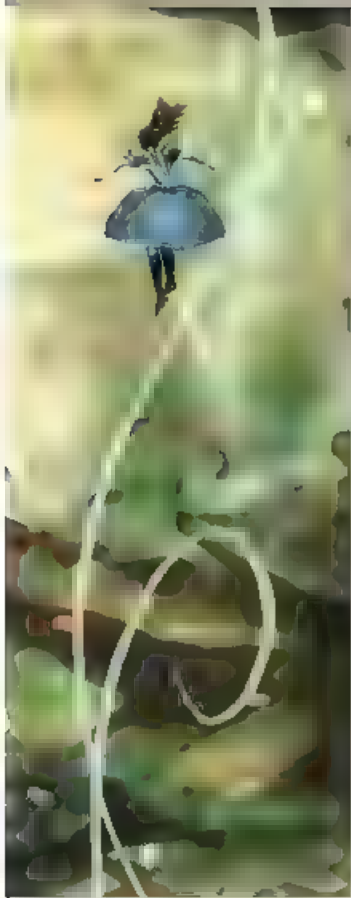
*KW: This was our first
Alice model, created by
Epic Games China.*





Hong Lei and Pu Jin Song. PJ5: Hysteria Alice. The red and white color scheme represents blood and rage. KW: Hysteria Alice replaces the Rage Bot Demon Alice from the first game. We went through some red dress ideas before settling on a white "near-death" Alice.





LEFT: Luis Melo. Paragliding with Alice's dress over steam vents is fun! We wanted to use that platforming element on several levels, coming from different sources. Here are a couple of aesthetic variations. **KW:** Studies of what updrafts could look like in different Wonderland locations.

BELOW Luis Melo. What would Alice do if she grew to ten times her usual size? Get revenge, of course! These are some studies for the kind ofirate actions Alice might take in this stage, not only against the common enemies, but also against big, otherwise-indestructible obstacles and even scenery. **KW:** An exploration of the different ways Giant Alice could attack



Alice eats the cake at the center of the Queen's maze and breaks out of it, onto some rolling hills outside the castle. Everything which before was threatening is now small and at her mercy.



She can pick up/pull things. The huge tentacles everywhere, which used to be deadly, can now be ripped from the roof



She also has a melee attack, a kick, since the world is now at her feet



The Card Guards, however puny, are now swarming in large numbers, though. So we use a kept righting back either by kicking



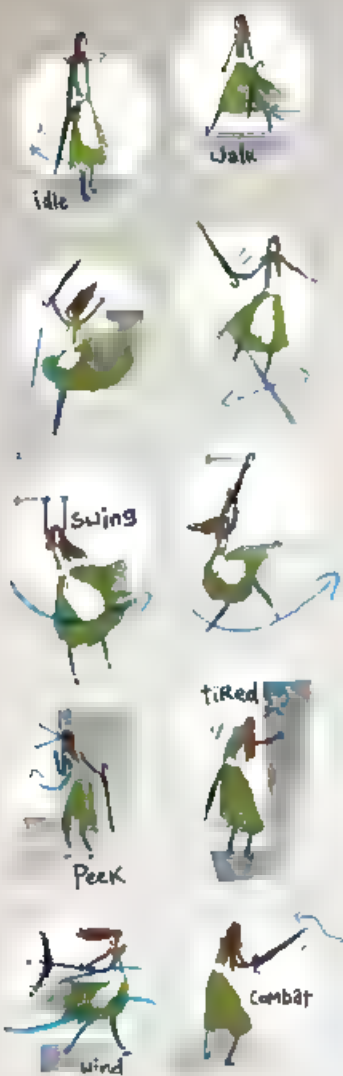
or by throwing them around and at each other



Heavy objects such as stones can also be picked up (same action button as to grab the tentacles and to pick up Card Guards) and thrown at enemies

or thrown at enemy outposts, as they deal a lot more damage than if she kicks them down



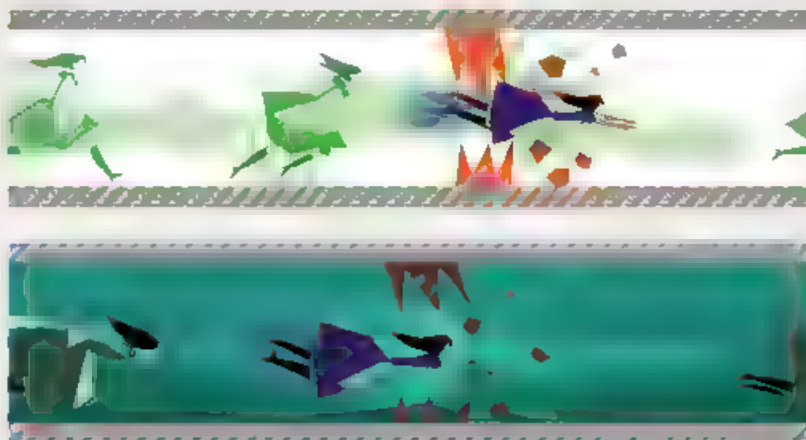


Ben Kerslake. KW: Studies of Alice's movement and gestures Alice needed to move like a brave girl, not like a trained soldier or a plucky prince.

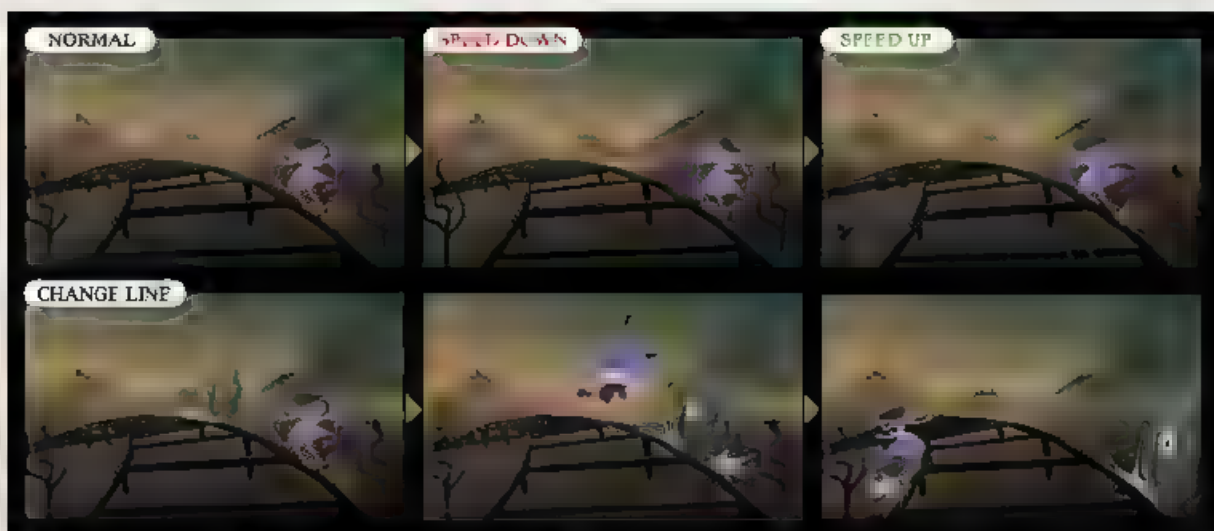


LEFT: Ben Kerslake. KW: An image explaining how the double jump and float abilities affect Alice's trajectory

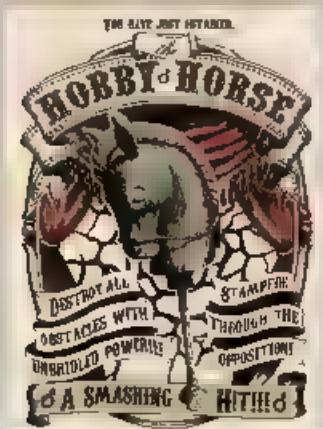
BELOW: Ben Kerslake. KW: Studies of two abilities that were eventually cut from the game: dashing through walls and dashing through barriers while swimming.



Luis Melo. KW: We were always thinking of ways to incorporate the unicorn character into our game



Pu JinSong. Interaction with the rains a speed based minigame



WEAPONS

ALICE'S SET OF WEAPONS underwent considerable change during the course of the project. Initially, she had four sets of weapons that corresponded to the suits of the Tarot. This turned out to be too limiting, so we left the Tarot behind and evolved the designs we have now. Each weapon can be upgraded three times into more powerful versions. One guiding principle is that we wanted the weapons to be bizarre and surreal, not anything you might find in a conventional fantasy world.



POSTERS: Luis Melo. Whether products of London Wonderland or both, we chose to introduce the weapons as fabulous devices of Victorian technology. These are the ads for them, and as you may experience in the game, the gadgets live up to the hype. VORPALLBLADE: Pu JinSoag. PEPPERGRINDER: Nako.



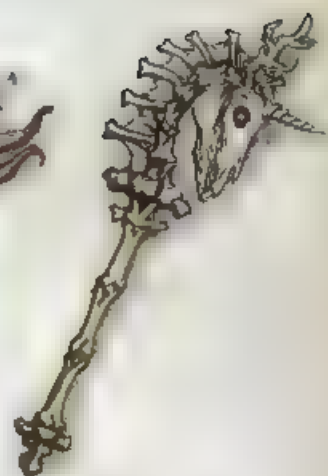


CLOCKWORK BOMB Luis Melo.
TEAPOT CANNON AND HOBBY
HORSE Nako.





Nako, The downloadable weapon skins



Nako, FW Unused designs for Hysteria weapons



Nako, KW The weapons Alice uses as Hysteria Alice

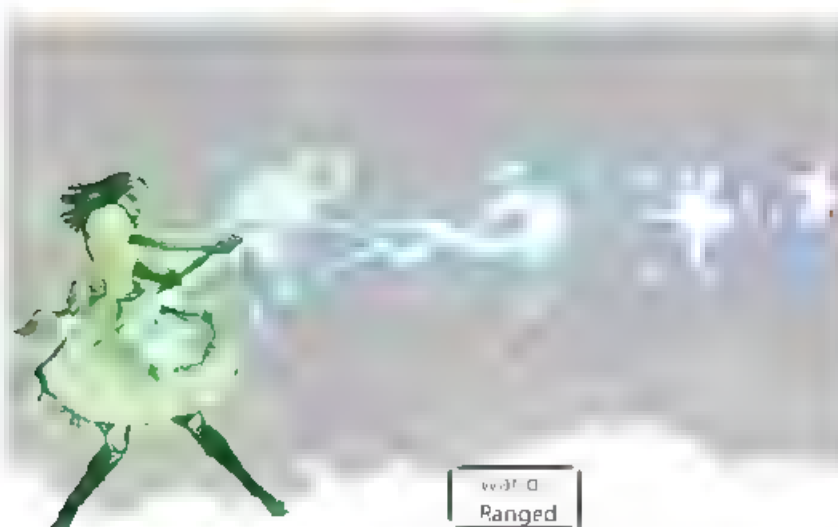


Nako, KW Unused downloadable weapon ideas.



Luis Melo. A weapon devised by the Carpenter, combining a sunken ship's cannon with a hammer's handle. It doubles as a heavy-range weapon and a powerful hammer for close range

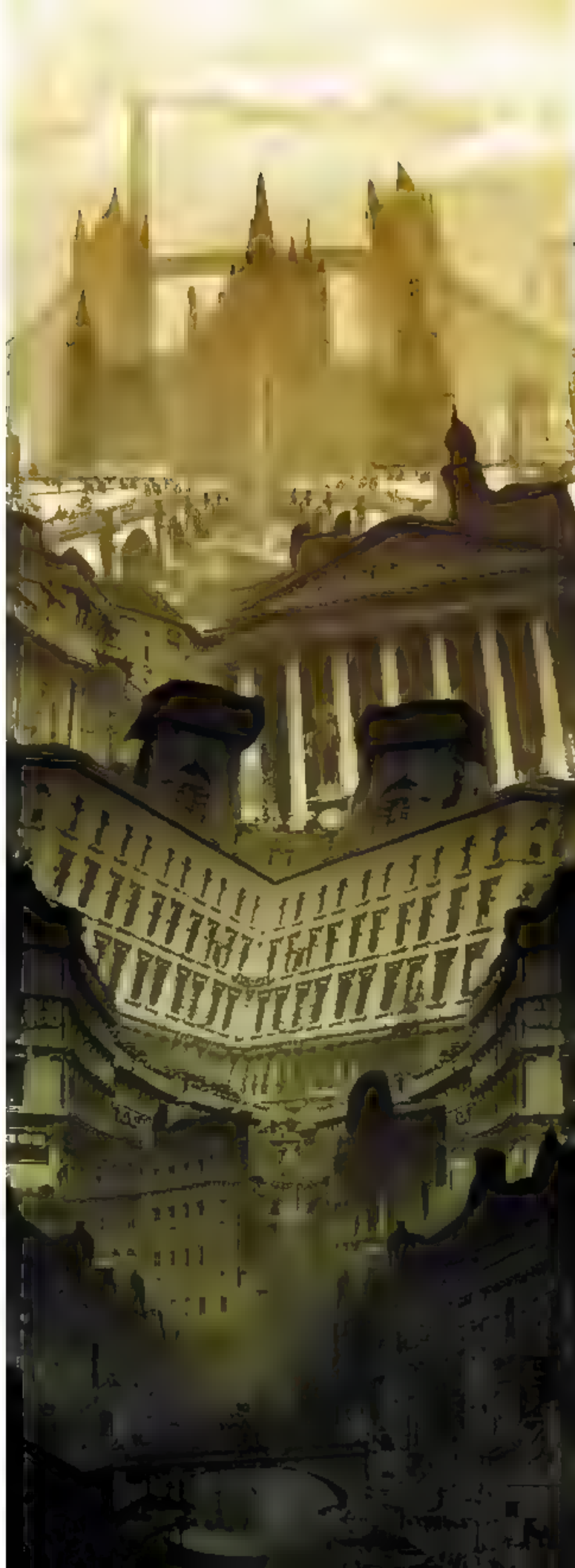




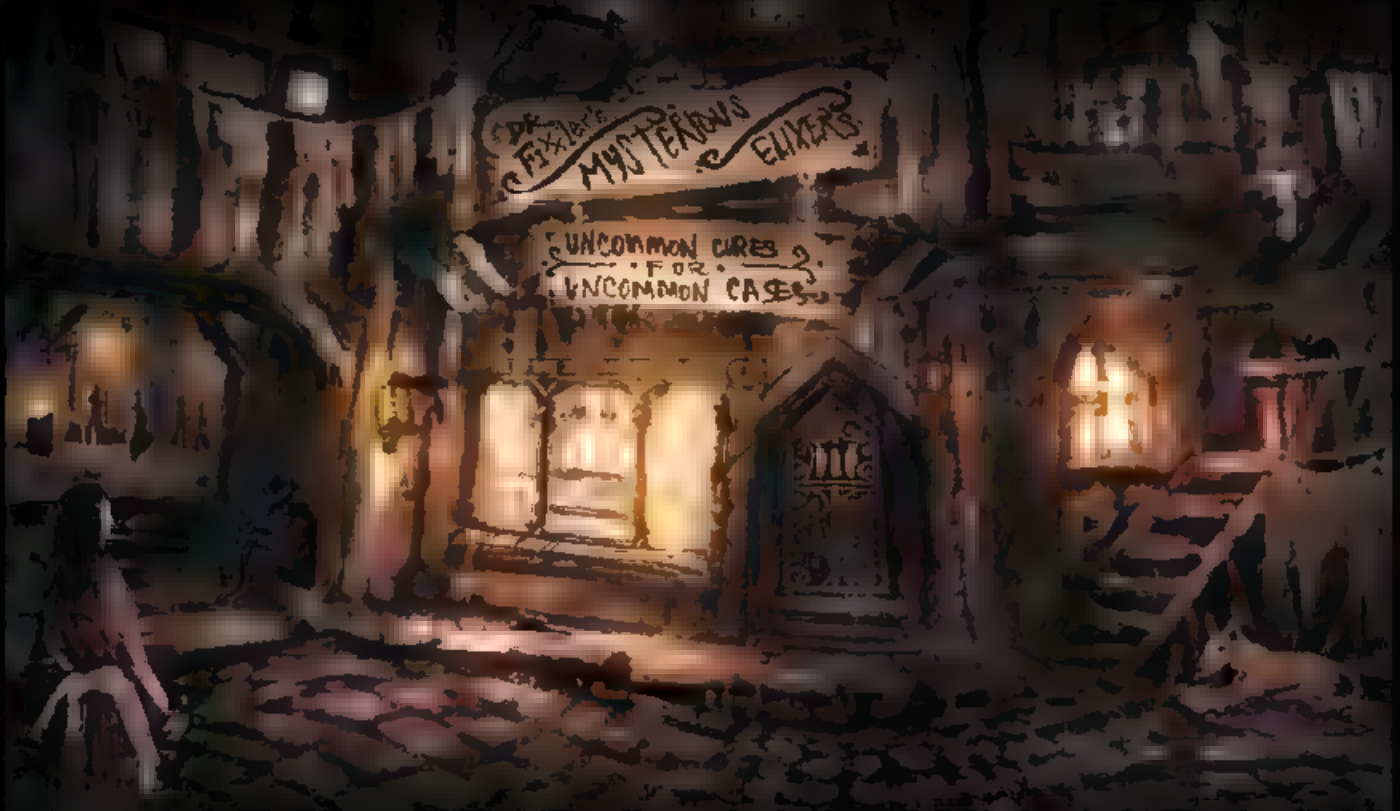
Jin Lei. KW: Action shots of the old Tarot-based weapons







CLOCKWISE FROM LEFT: Tyler Lockett, Tyler Lockett, Hong Lei, Nako-N. Designing the lawyer was pretty easy. I understood the idea from the director quickly. The main points were that he was fat, kind, and wore pajamas

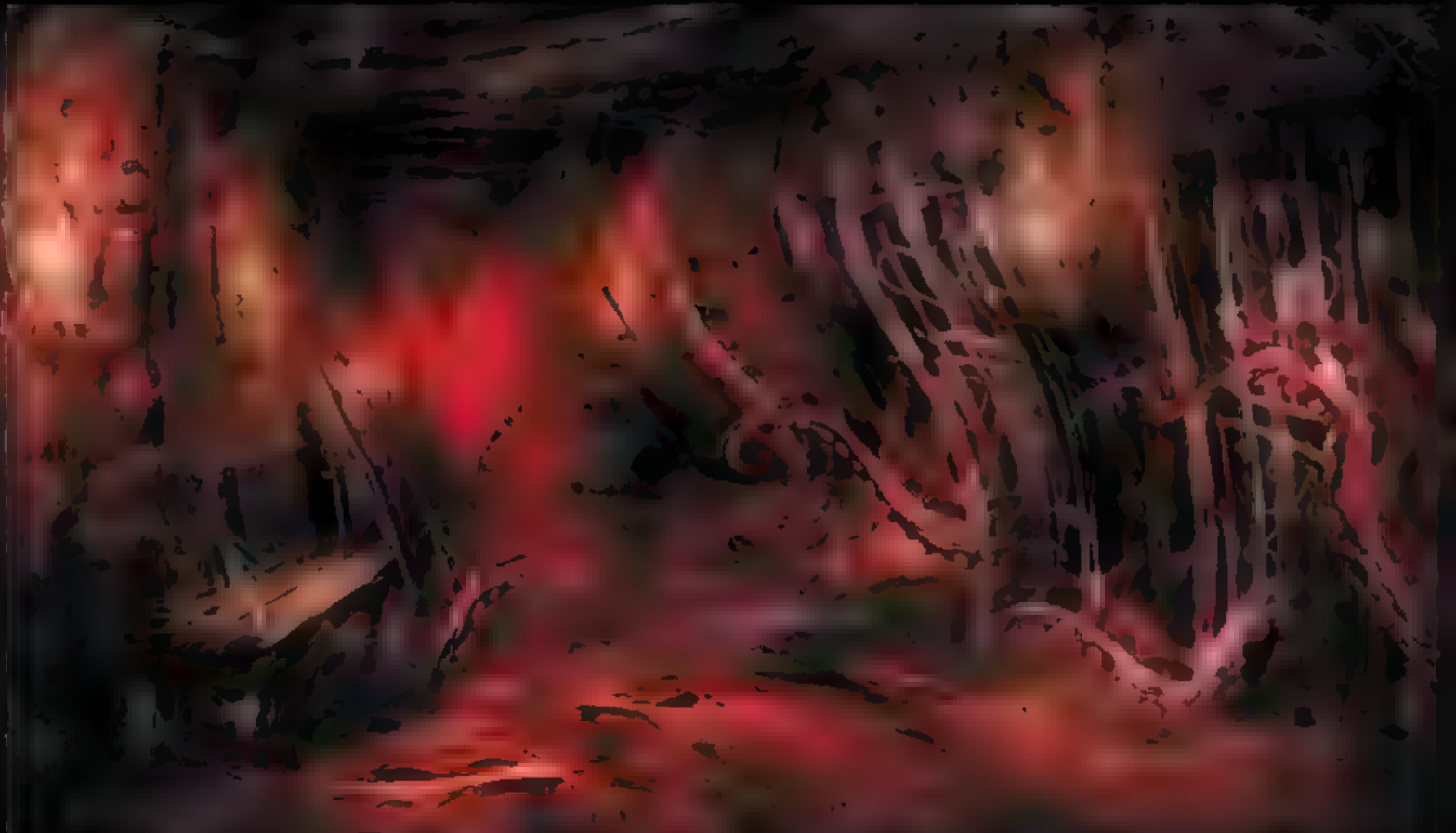


ABOVE: Tyler Lockett. Alice visits a mysterious hidden shop for alternative medicine. BELOW: Tyler Lockett. An interior sketch of Dr. Fixler's.





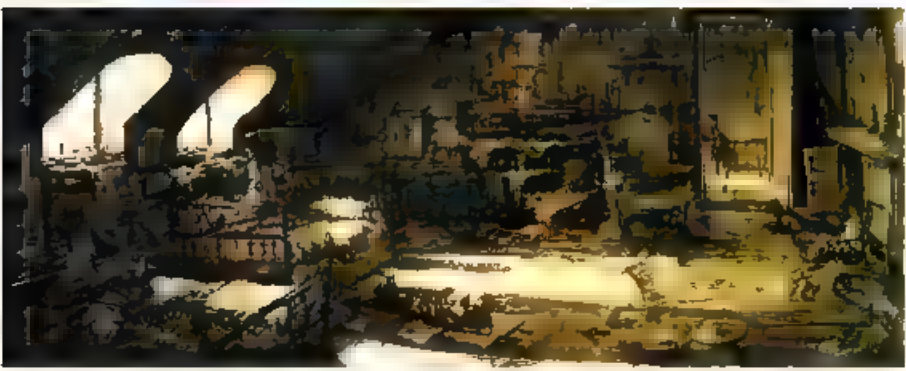
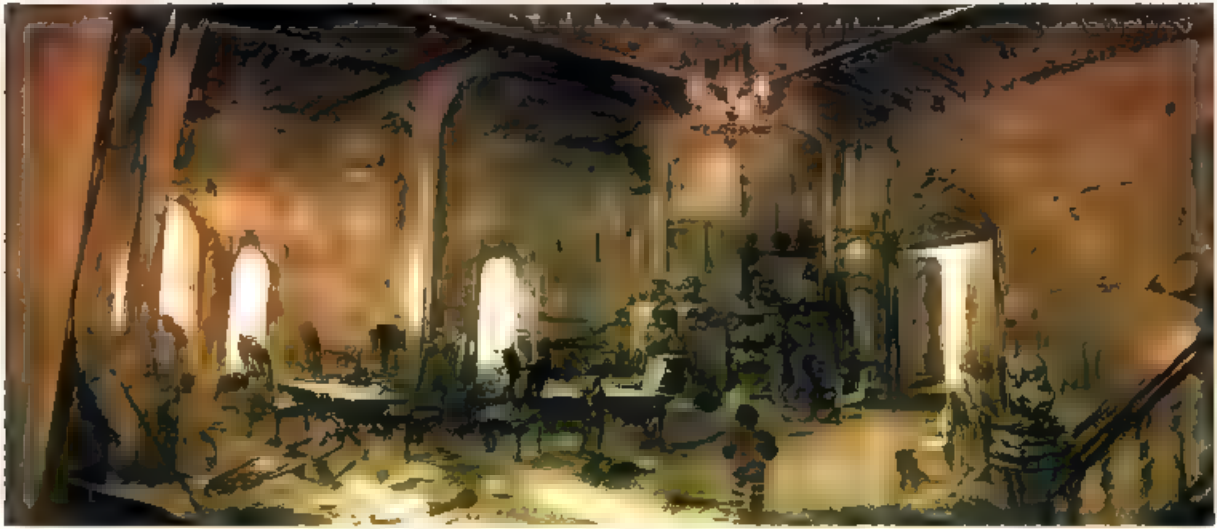
Nake. The jail has two parts: the upper one is the "real" London jail, and the other one is a chaos version when Alice becomes mad.



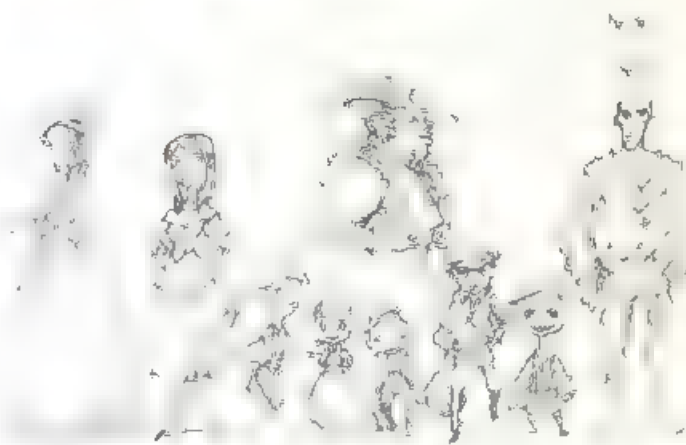
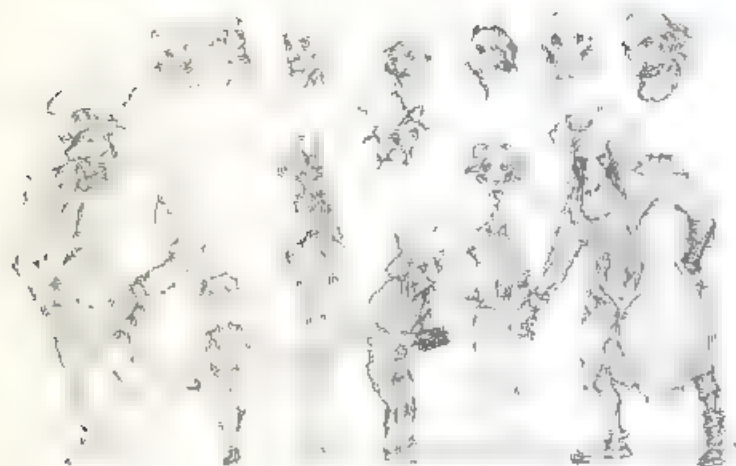


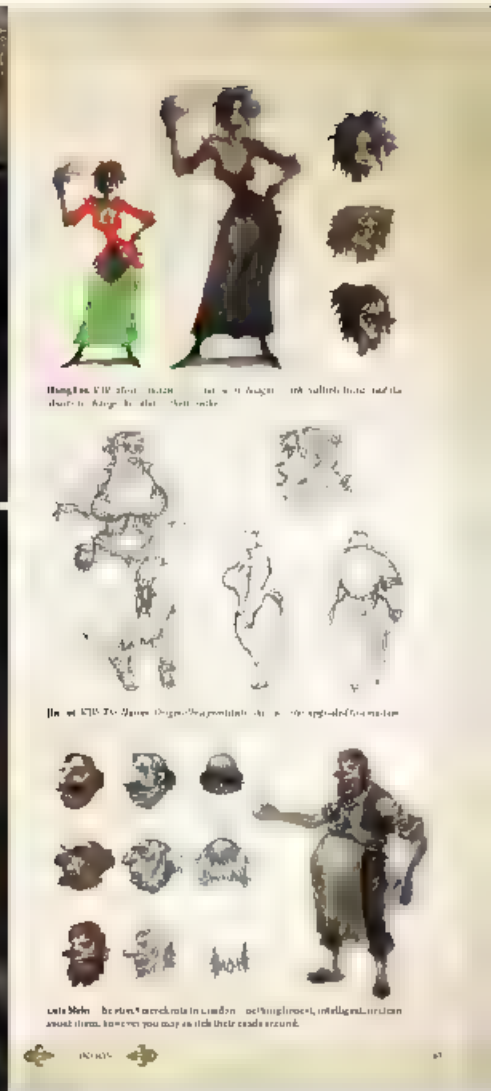
TOP LEFT: Jin Lei. TOP RIGHT: Hong Lei.

BELOW: Jin Lei. KW: These are studies for the interior of Bumby's house.



FOLLOWING PAGES: Jin Lei. KW: Character designs. The bottom image served as a sort of style guide for the London humans. We wanted to make them exaggerated, like caricatures.







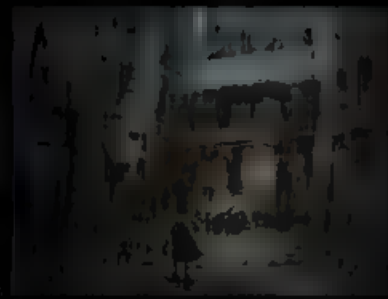
The Christmas scene for my wife Louise having based on John's own London scene panel.

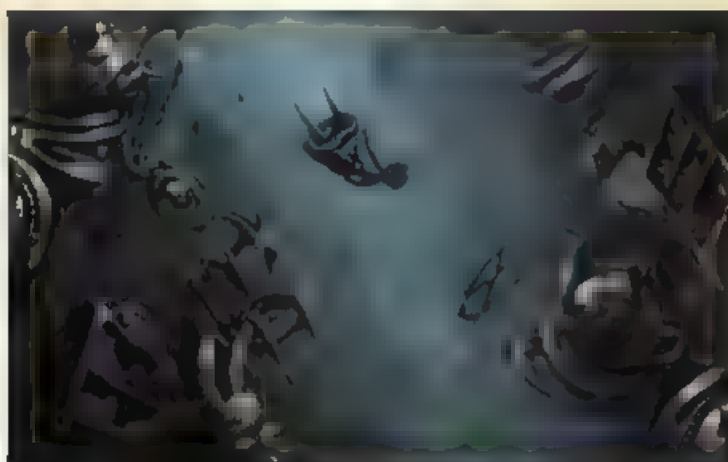
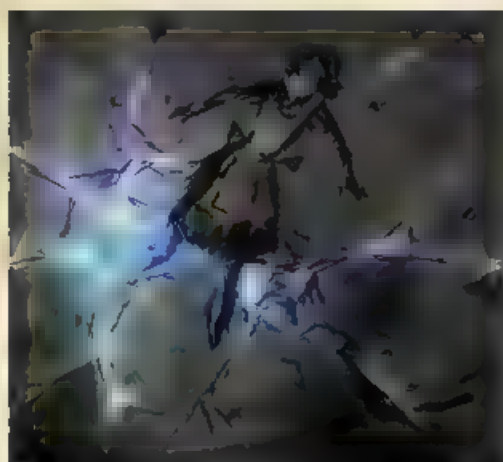
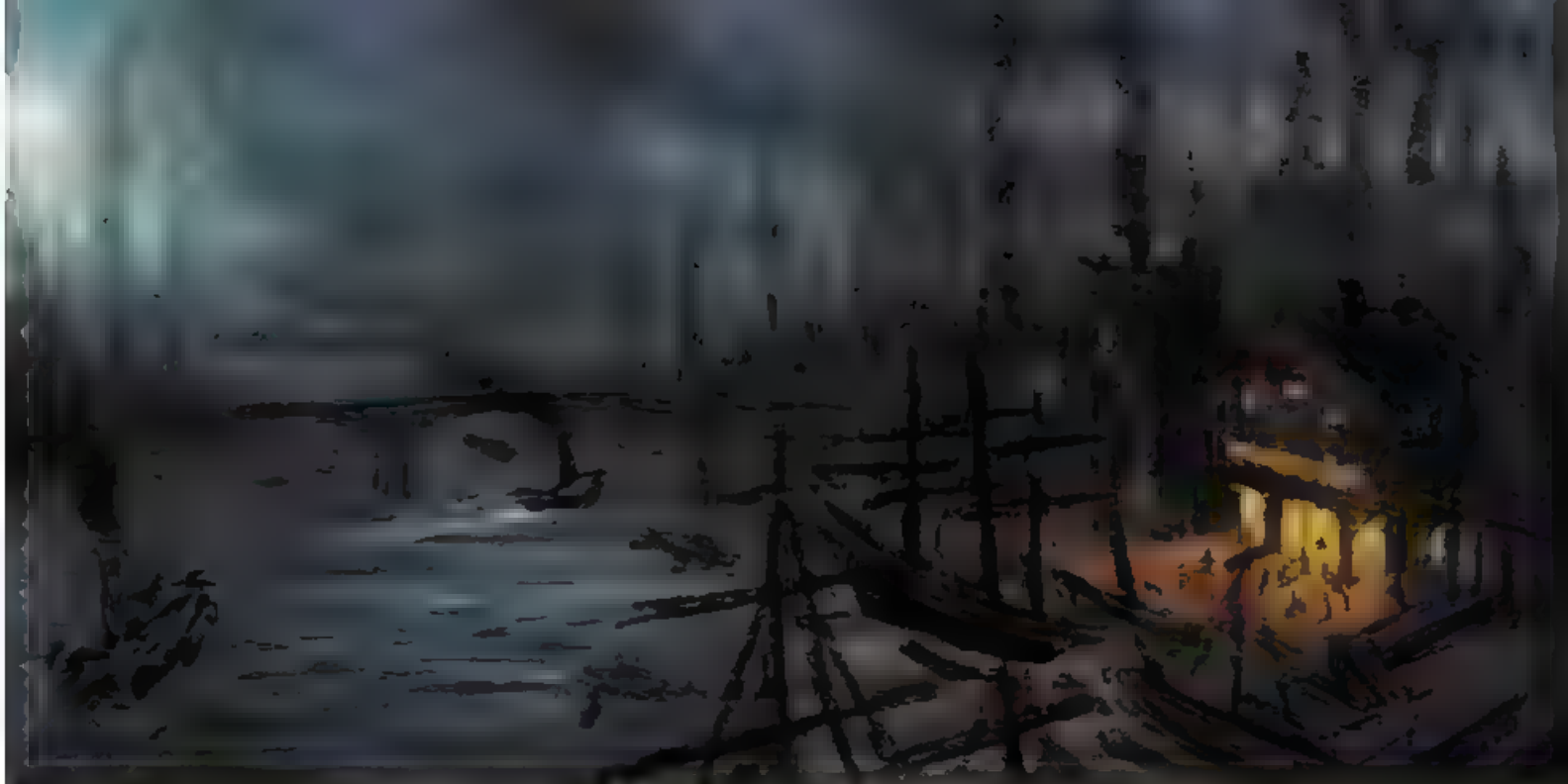


Don Gooding (RHS) early in the 19th century and
remains as "White House" (including numerous
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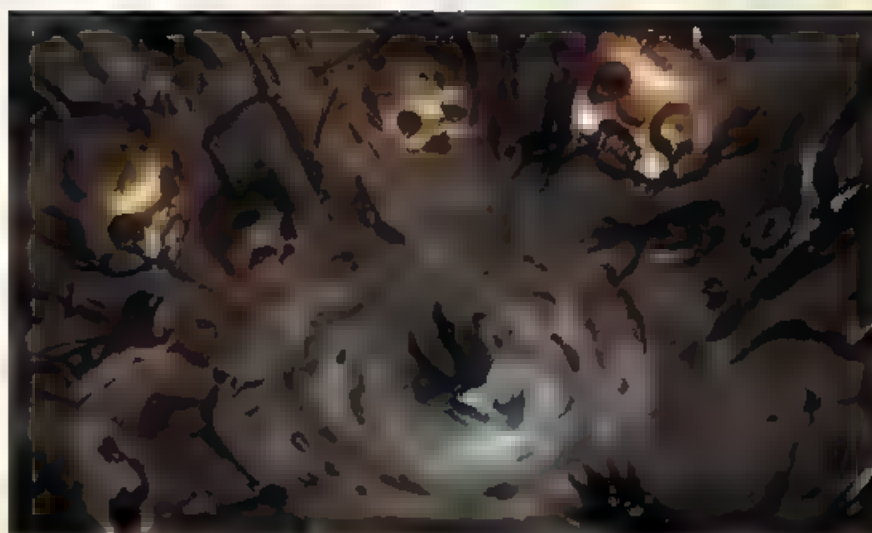
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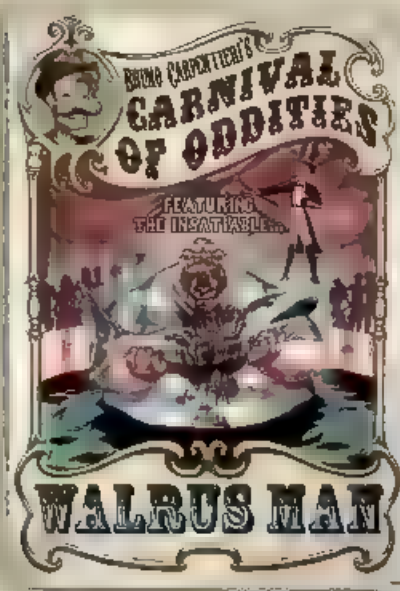
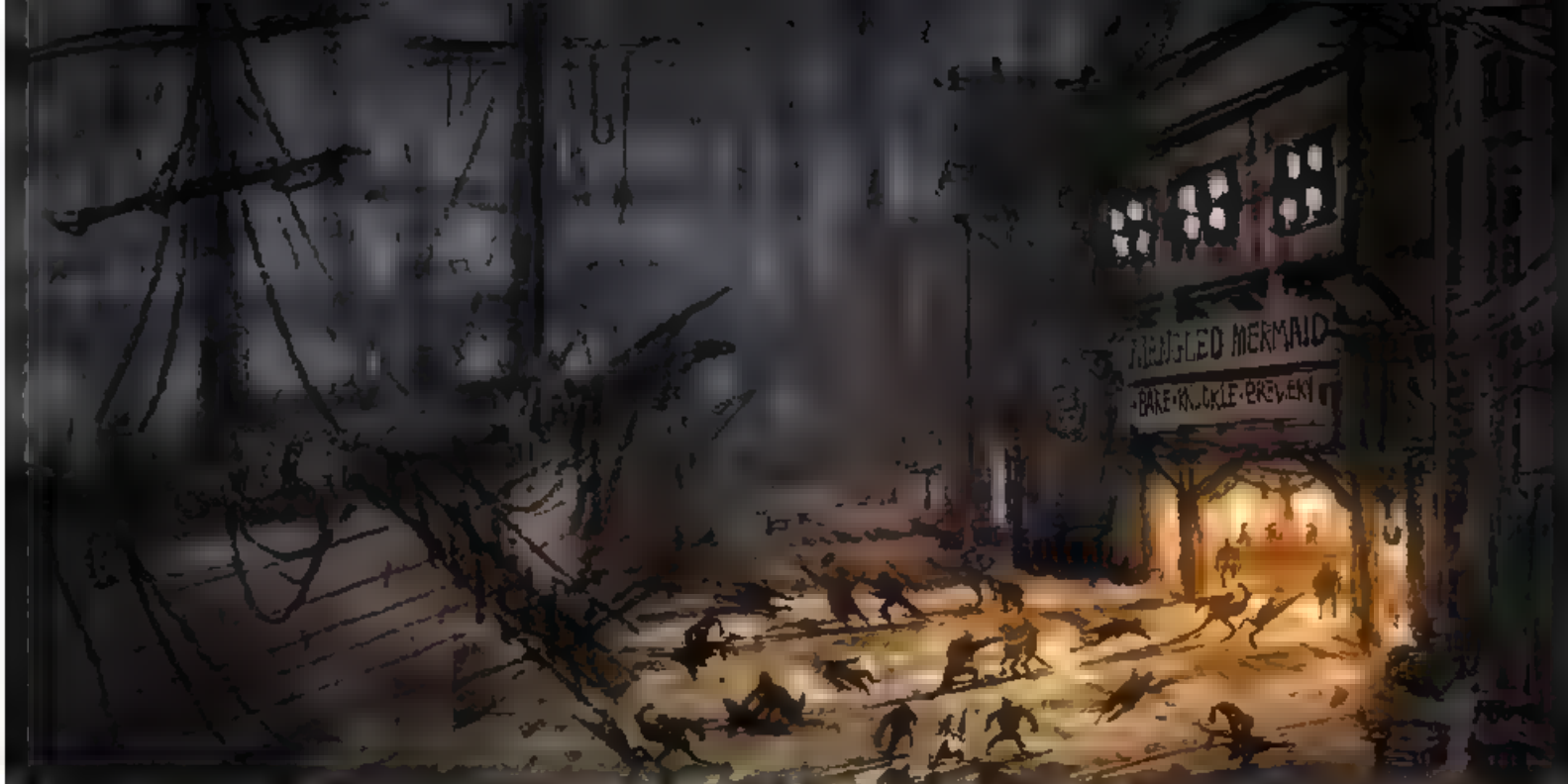




TOP: Tyler Lockett *KW:* The Mangled Mermaid scene in the game doesn't stray too far from the original concept art.

ABOVE AND RIGHT: Nako. The transition to Wonderland. When Alice enters Wonderland, she is in a familiar scene that she remembers from when she was a child. But later she sees something new, a lot of dolls and train parts, in dark smoke. This lets the players know that Alice will experience a whole new adventure.





TOP Tyler Lockett. A brawl erupts outside the Mangled Mermaid.

ABOVE: Luis Melo. Everything in Wonderland has a "real" London counterpart. The Carpenter's twisted musical is too twisted to be fabricated by even Alice's mind alone. She must have seen something in real life that impressed her a great deal. Maybe just the poster for a freak show featuring the insatiable Walrus Man was enough material to feed her nightmares. KW: A hint of things to come.

RIGHT: Yuan ShaoFeng. KW: Decorations for inside the Mangled Mermaid.





Nake, Gian. Alice in the Queen's Domain. Alice becomes a giant when she reaches the center of the maze, allowing her to beat the Card Guards. I used a dynamic blur effect to show the impact.





Fig. 1. The first tree. It is a tree with a wide canopy.

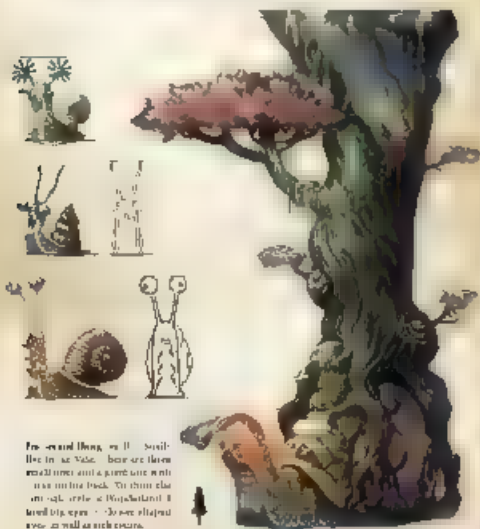
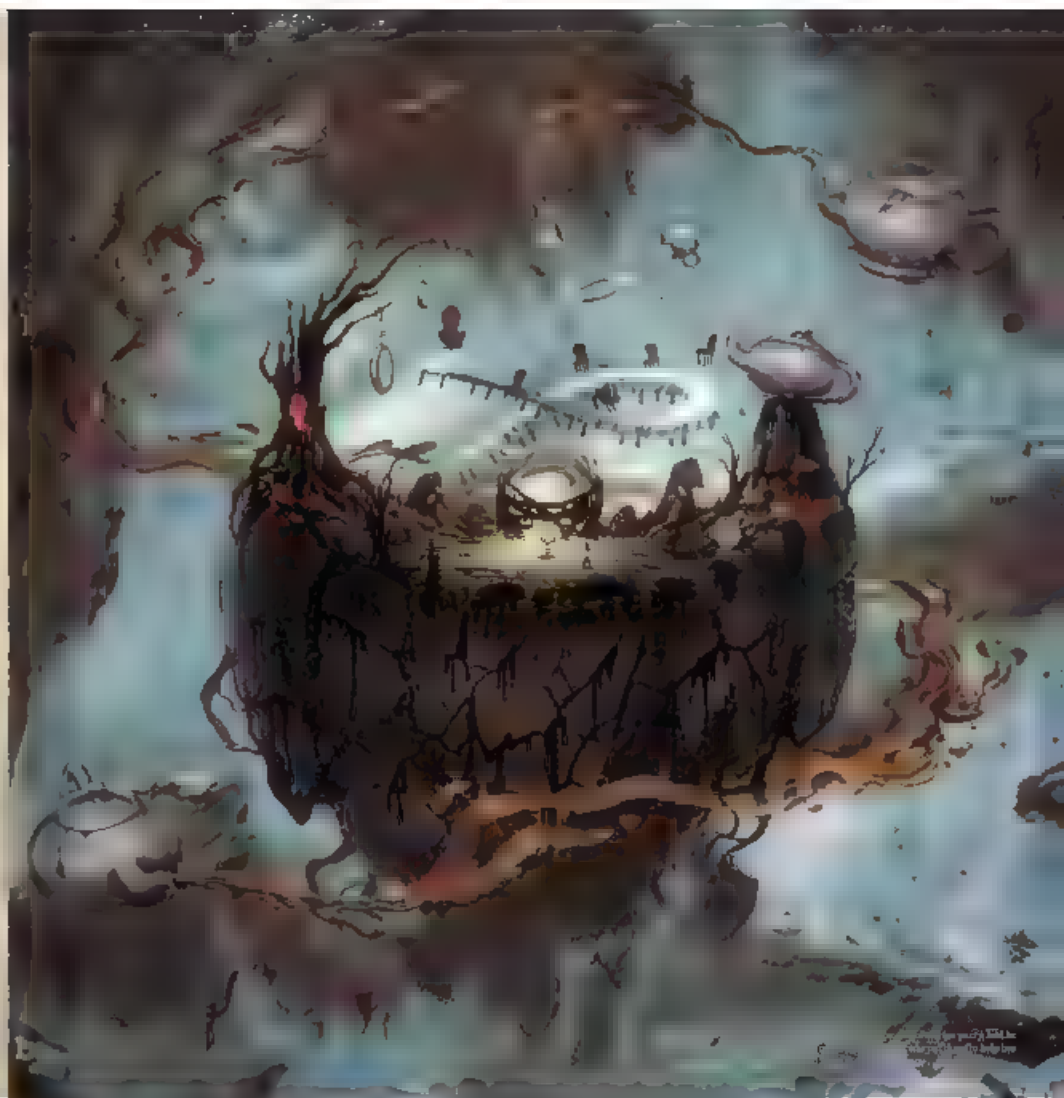
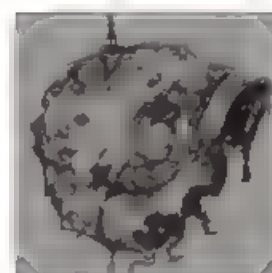
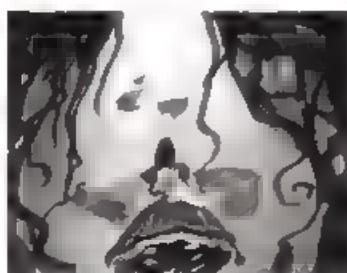
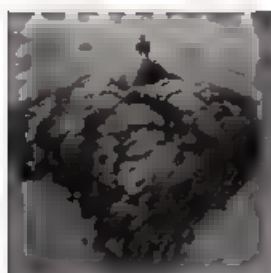
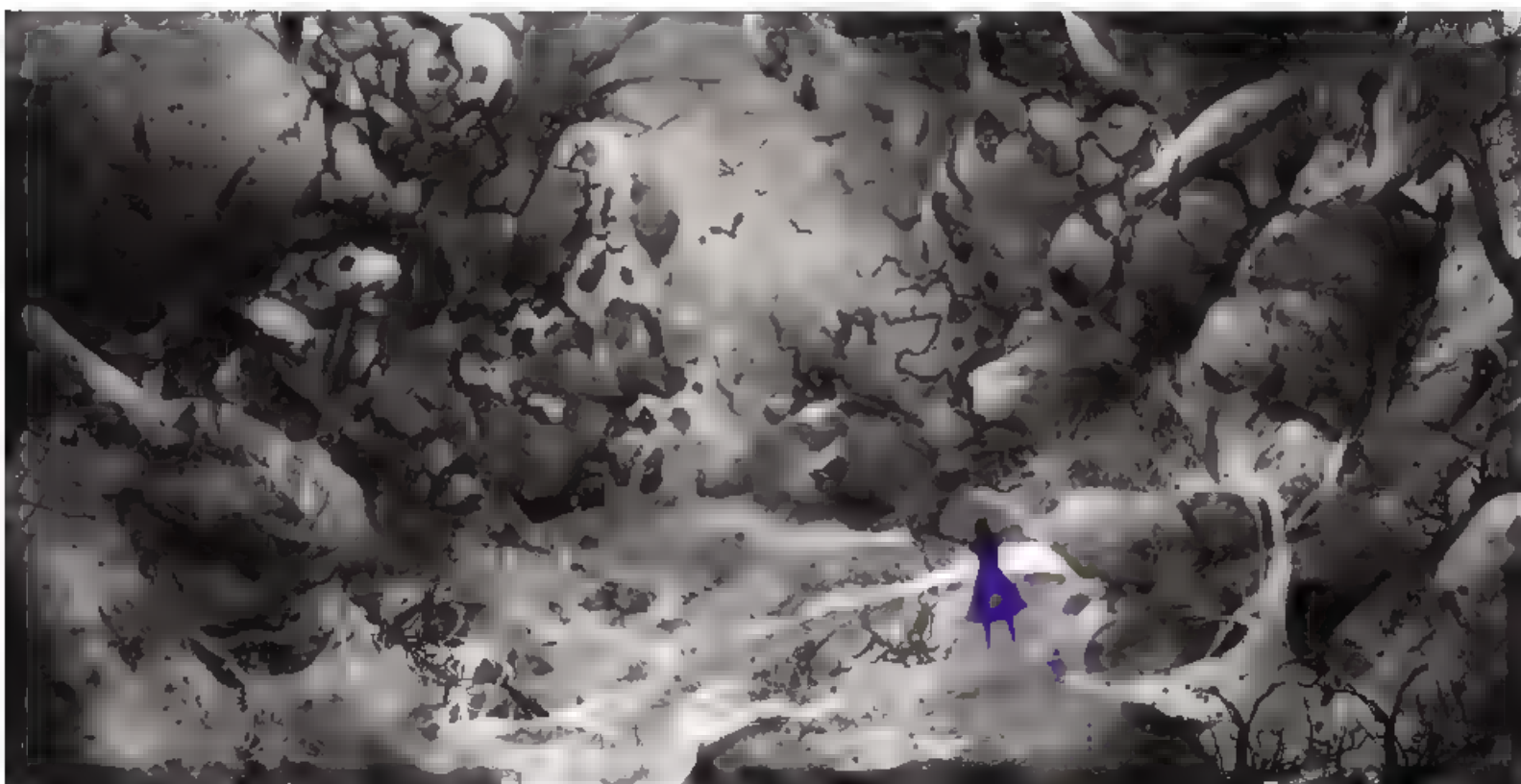
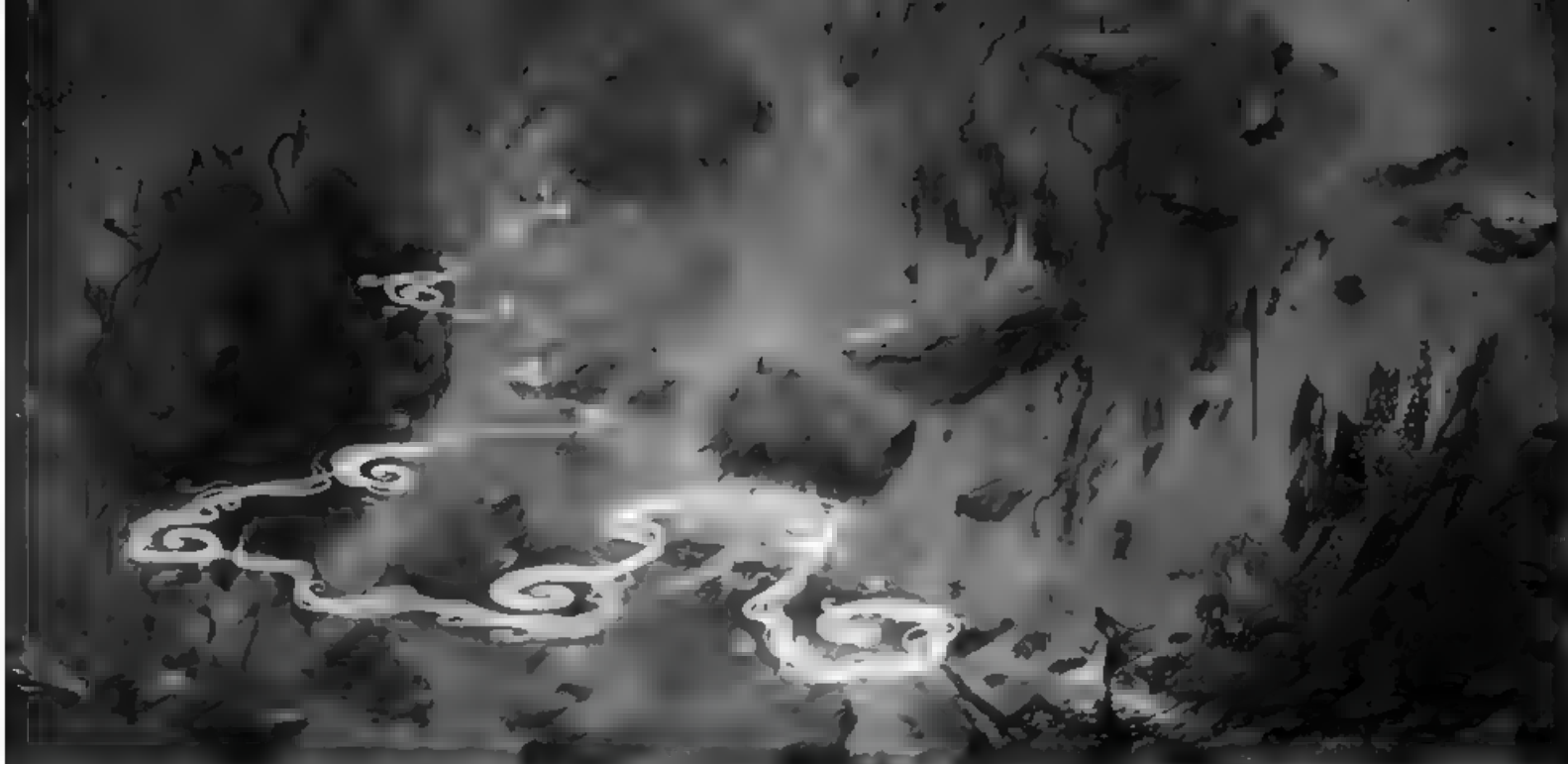


Fig. 2. The second tree. It is a tree with a thick trunk and a wide canopy. On its trunk there are many small insects (beetles, ants, and a snail) and on its branches there are many small insects (beetles, ants, and a snail).

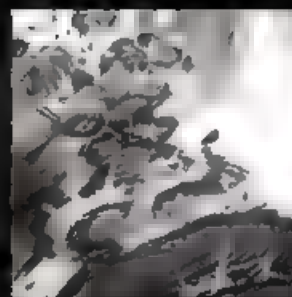
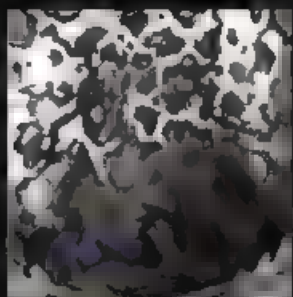
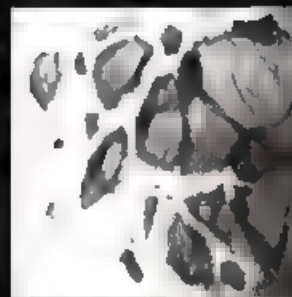
Fig. 3. The third tree. It is a tree with a thick trunk and a wide canopy.



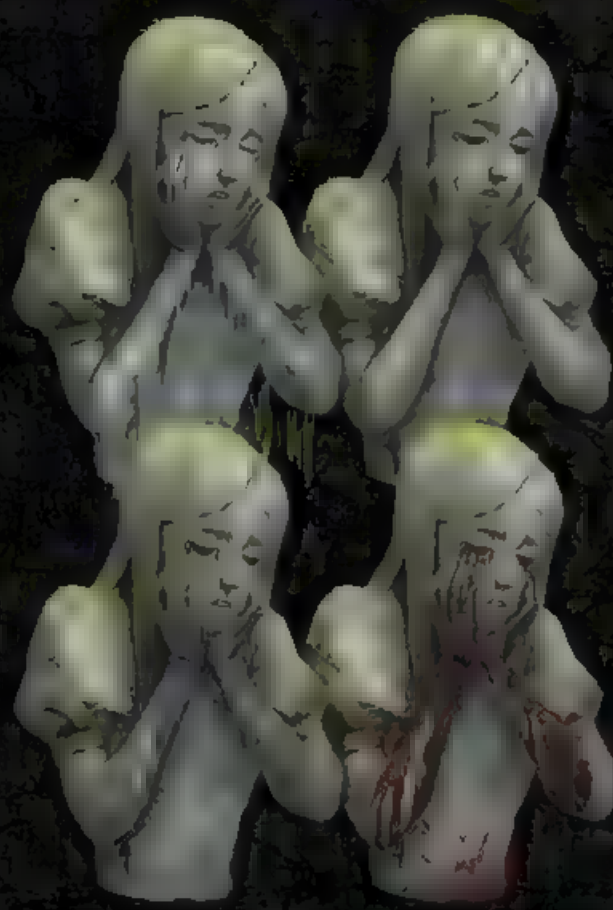


Jin Lei, KW These drawings were done to portray the transformation of the Vale of Tears into the Vale of Doom





Jin Lal



Yu Yuchan

Lula Moles. The Pool of Tears from the book was already present in the first game, formed by Alice's tears flowing from a status of her. As if swimming in one's own tears weren't depressing enough, now Alice starts crying blood... what could that mean? KW: I think if we had time we would have included a lot more self-images of Alice throughout her subconscious landscape.



HATTER'S DOMAIN

WE KNEW FROM the beginning that Alice would return to the domain of the Mad Hatter. Not only is he an iconic, fun character, but his environment and lore allow for a lot of really cool imagery.

In the original game, we meet the March Hare and the Dormouse, victims of the Hatter's cruel mechanical torture experiments. They urge Alice on to the end of the level where Alice battles the Hatter himself on a giant clock face.

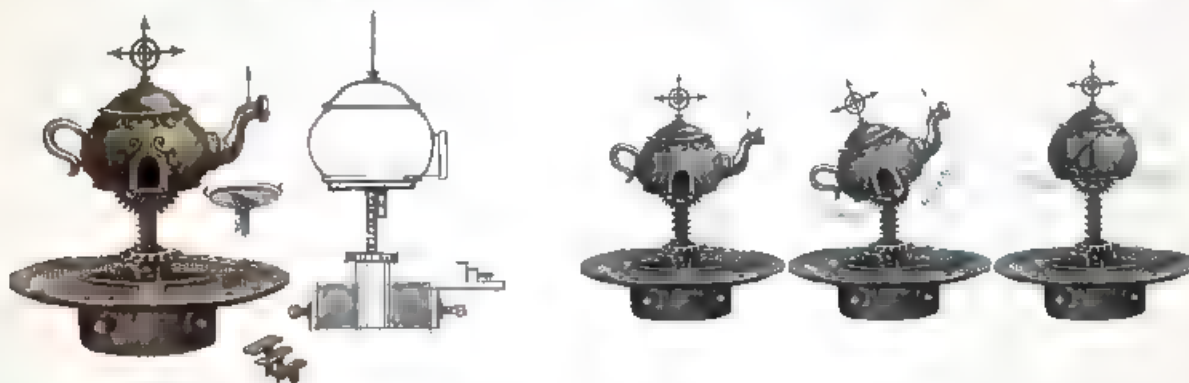
For this second visit, our early idea was that the freed March Hare and Dormouse had taken over the domain. To proceed in her quest, Alice would need to seek out the lost pieces of her former foe, the Mad Hatter, and they would forge an uneasy alliance in order for Alice to discover the next stage in her quest and for the Hatter to reclaim his domain from its new rulers.

When the Infernal Train was introduced, we decided that the Hare and Dormouse had been tricked into turning the Hatter's delicate, precise clockwork into a factory for creating the Infernal Train. This mirrored the Industrial Revolution occurring in Alice's real world. As we designed, we started to make a distinction between the original, ornate style of the Hatter's domain and the crude, industrial style of the new rulers.

Luis Molo Another tea party inspired image, from the section of the book in which Alice finds piles of dirty cups and dishes. It would be a part of the Hatter's Domain, and gameplay would involve tricky platforming balance on very unstable grounds. **KW** At one point we tried to create this level quite literally, but the plate towers posed a huge technical challenge. It eventually evolved into the area now known as Away, Fuzzies.



Sun GuoLiang. The single eyed teapot in the Hatter's domain is an enemy players will face in the starting stage. I thought about an angry monster with one eye. It is really a challenge to design something that can walk with three legs. I spent a lot of time on this, and finally I got it.

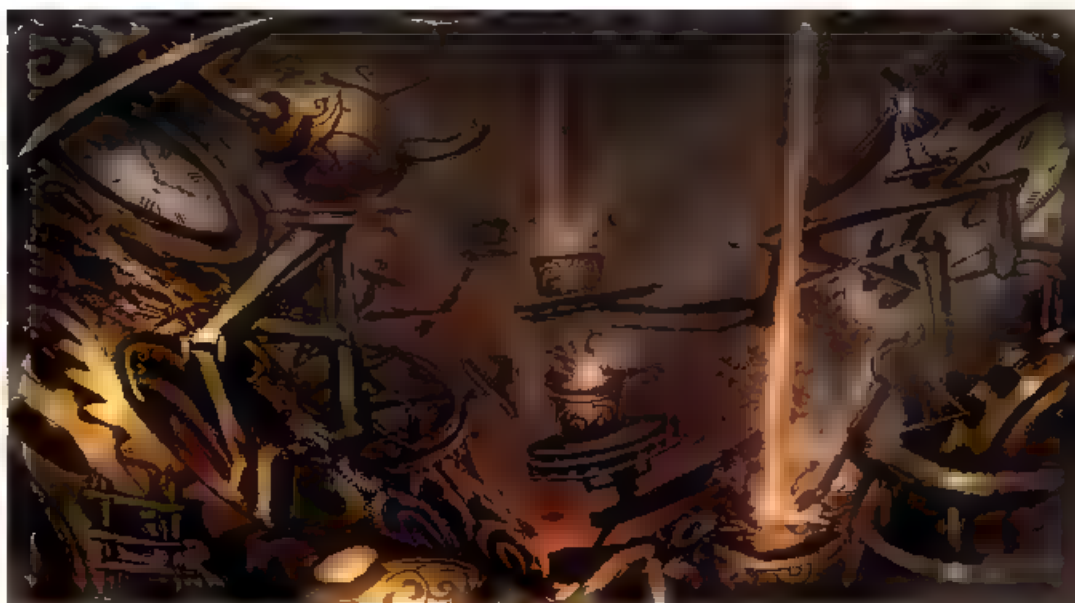



Nako. A teapot cannon. After Alice enters, she shoots out and flies to the target location. The aiming reticle part on the top shows the function of the device.



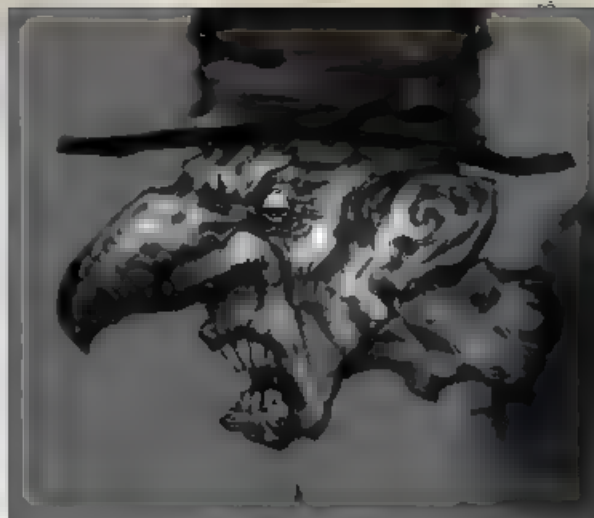
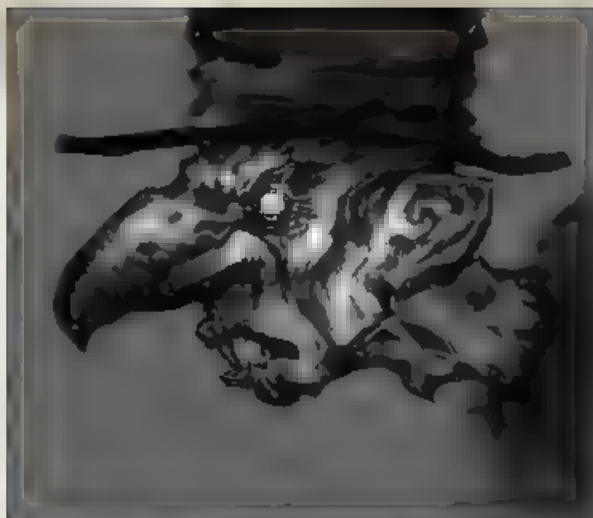
Sun GuoLiang. Enemy designs for the Hatter's Domain. I tried a lot of teapot- and cap-styled things. They are really interesting, though we finally didn't use them in the game. *KW:* These critters came up too late to be included in the game. It's unfortunate, because they're all awesome designs.

RIGHT: Sun GuoLiang, Ken told me that we needed a key concept for the tearoom. The first image that appeared in my mind was hot tea powering mechanisms and clocks, as Alice tries to dodge between them. The bottom of the room is covered by hot tea. The final design looks just like this.

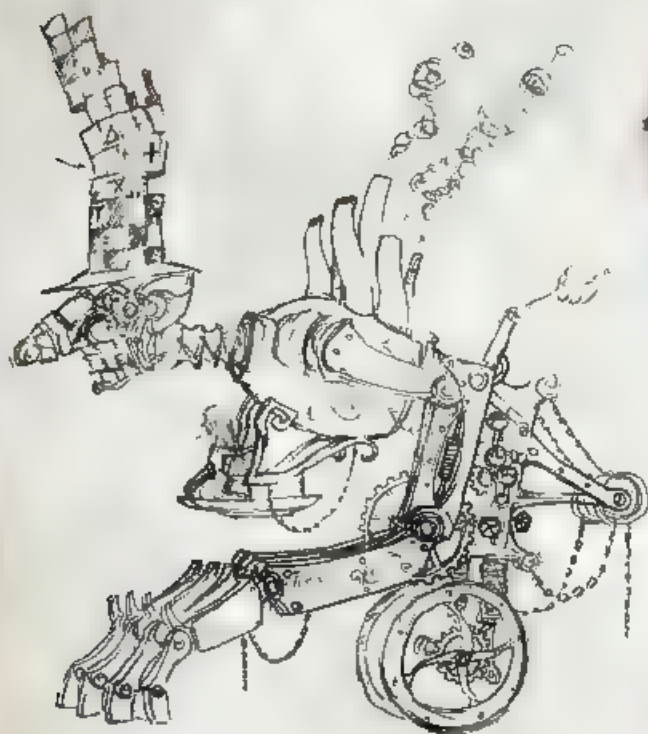




Sam GuoLiang. In this level, Alice needs to find the Hatter's head. In the original *Alice*, she broke him into parts, and now she needs to put them back together. I designed the room in which Alice finds the Hatter's head, and then the head tells her where to find other parts.

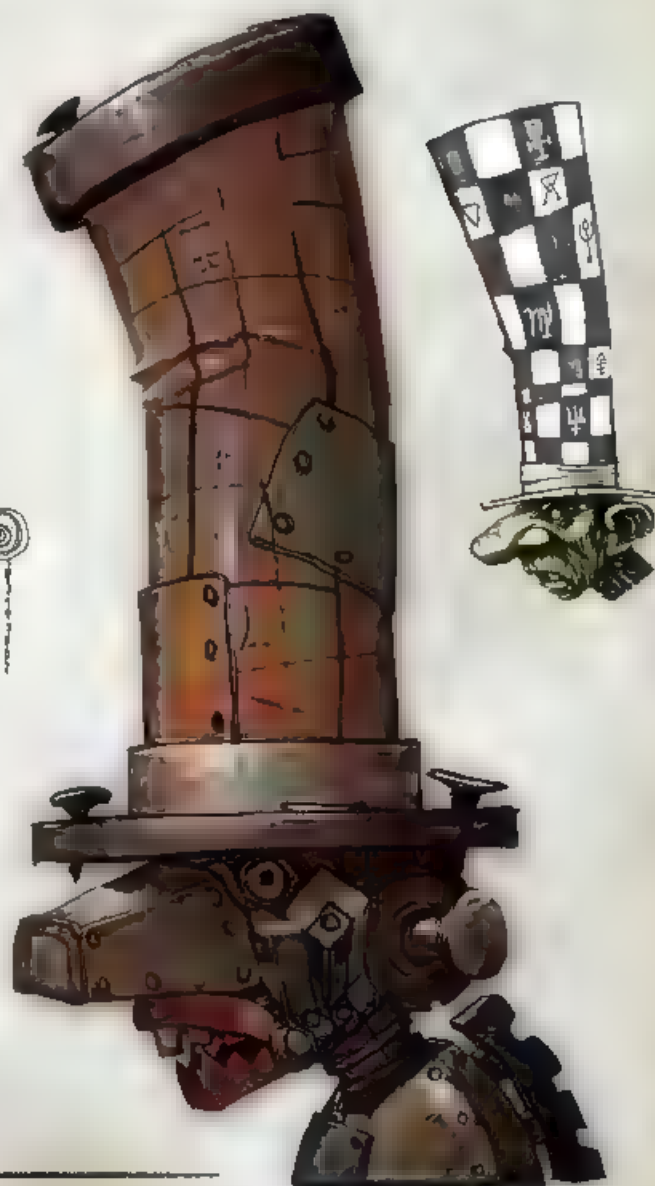
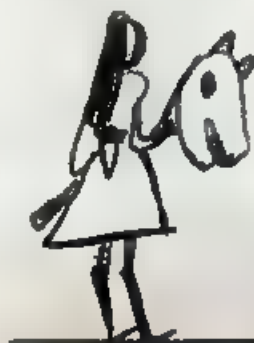


Tyler Lockett. The Hatter eats some stale porridge



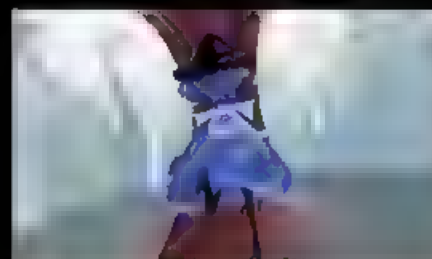
ABOVE: Wang ShengHua. I tried to make the Hatter into a steam-powered giant robot with a wheel

RIGHT: Wu YueHan.





Naka. There is a giant hub in the center of the Hatter's Domain, and this is the top of it. The design is based on the original game.



ABOVE: Yoon ShroFeng.

BELOW: Ken Wong. A very quick painting to portray the reconstruction room, the junk chamber where Alice meets the remains of the Hatter.

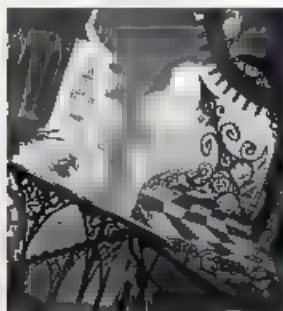




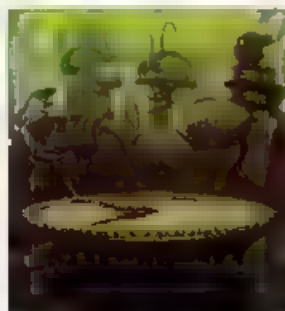
Luis Melo. This is an approach to the floating buildings that's closer to the first game and heavier in materials and darkness although the teapot elements are everywhere. There's a stronger feeling of a sort of dimensional void, as it's impossible to tell if it's day or night



Luis Melo. Here is the gate of the domain, which Alice reaches by crashing the cable car. As the clouds clear, it all looks abandoned, the machinery looks broken through the cracked walls, and it seems there's no way in. Or is there? Well, no choice but to look for one, there's no going back now



Luis Melo. Just a quick study of scale and depth in the level, and of a few elements that can be used to make or block Alice's path.



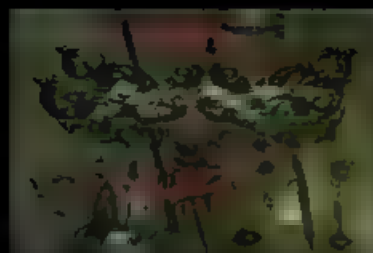
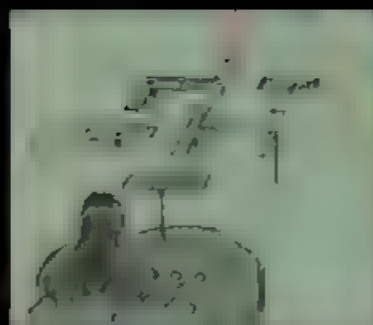
Luis Melo. There was an idea that the hub of this stage would be a big clock face. This picture is also a bit of an experiment with a different palette and lighting



Ken Wong. A paintover of an early version of the Teamaker, the area that eventually came to be known as Always Elevenies.

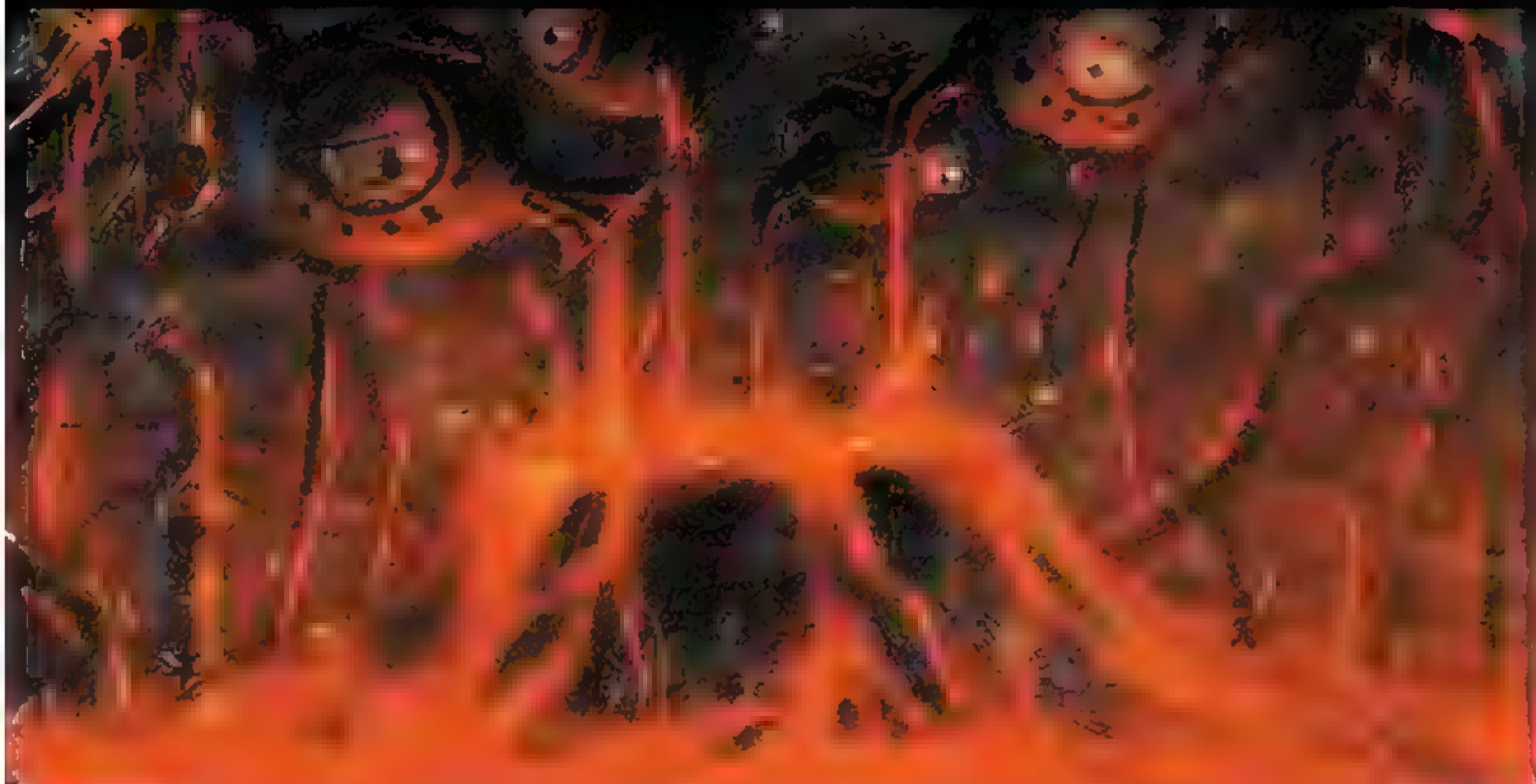


Luis Melo. The Hatter's Domain is the first game is rich in alchemical symbolism. It's built out of heavy materials and seems to be surrounded by a dark void. We wanted to keep that feeling of a surreal place, but make the approach gradual, tying it with the previous location—the Vale of Tears—because some of the story develops in this transition. We seat Alice into the clouds in a teapot cable car, and looming out of the clouds appears the Hatter's Domain.

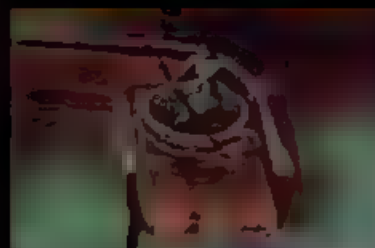


Luis Melo. Being an essentially mechanical level, there was plenty of opportunity for device puzzles in the Hatter's Domain. Here, Alice must make herself a safe path over boiling tea by controlling simple levers that rotate some platforms.





Nake. At that time, we didn't know what the interior of the smelting factory should look like. We tried a lot of designs. This one was made when I was listening to the soundtrack of the first *Alice*. I could really feel the fantastic style of the game.



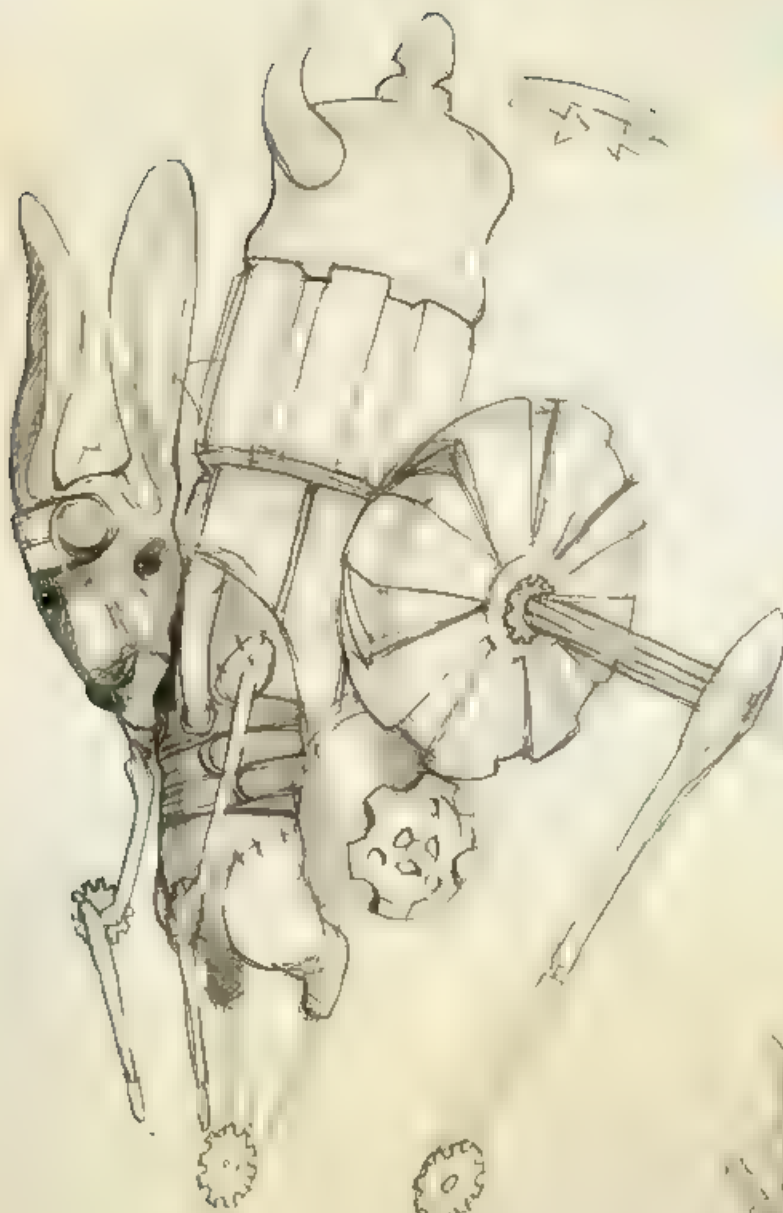
Leis Mele. This puzzle would work in the exact same way as the previous one, except the path to be connected would be made out of pipes, which would contain a flow of tea. Alice would then navigate along the flow by floating on an empty teacup.



Ben Kerslake. An early variation on the March Hare, here somewhat less mechanical than our final design. All the characters encountered in the Hatter's Domain are driven by an unsaturated manic energy. KW: An excellent, rare piece of Ben Kerslake art.

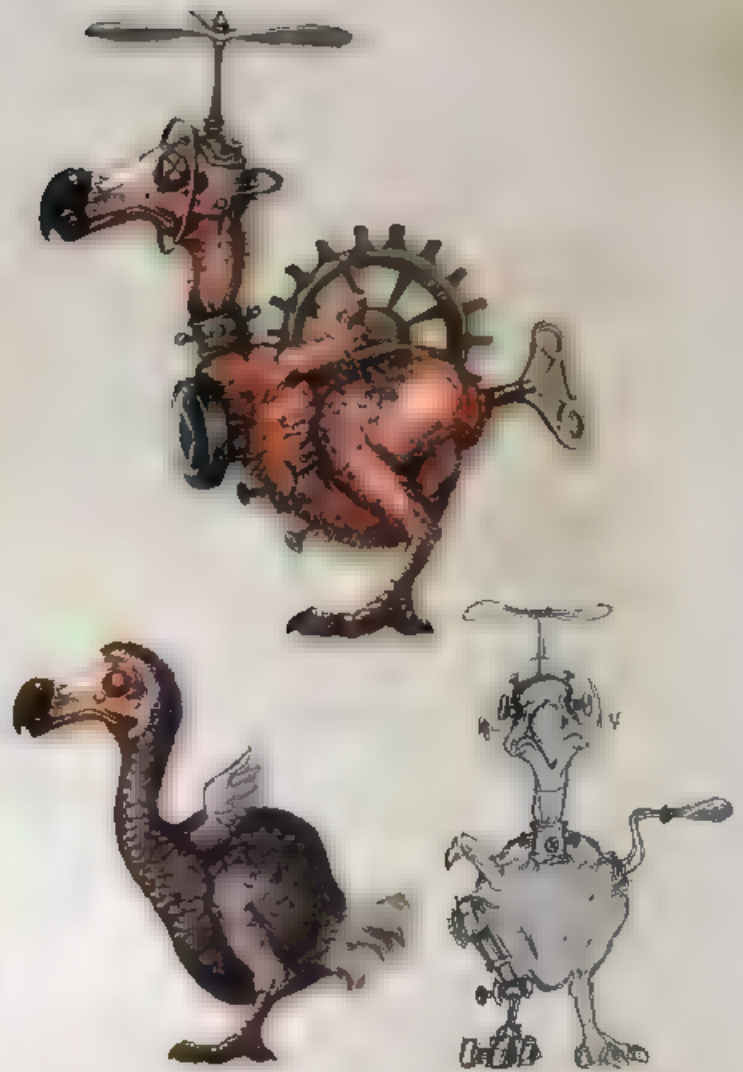


Luis Molo. As a consequence of what happened in the first game, both the March Hare and the Dormouse are disfigured after torture by the Hatter. But as they took over the domain, they turned their mutilations into advantages, by boosting their bodies with clockwork. The nervous March Hare boasts a big sharp clock hand, and some springs in his legs, for some extra jump power.

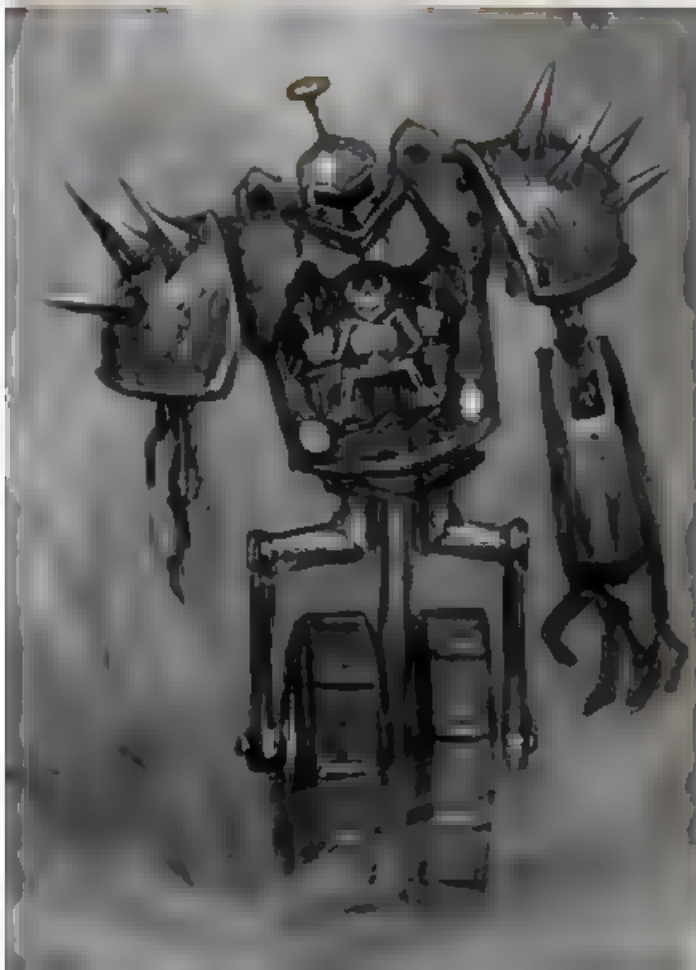


Felipe Martins. The March Hare, as insane as he is, is supposed to have some skills with machinery. Not a perfectionist, he manages to scavenge bits and pieces from the Hatter's decaying empire, constructing some sort of life support from it. That was the initial concept: how were the March Hare and Dormouse able to survive without the Hatter? They're like lesser Frankenstein monsters—self-conscious and with some steampunk engineering tricks up their sleeves. **KW:** Felipe's an old friend who did some early concepts for us from his home in Brazil. He joined the team about a year later to supervise the 2-D cinematics department.





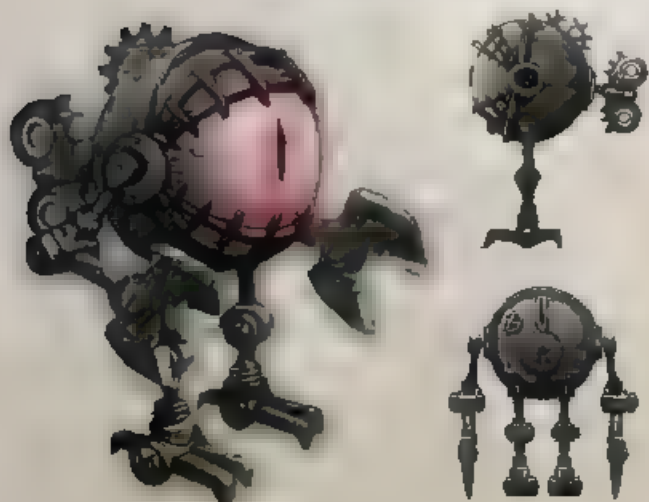
Sun GuoLiang. Dodo is an important character in the Alice story. My task was to make him look like he is suffering. I got some ideas and references from the famous movie *A Clockwork Orange*. I got rid of all of his feathers and made him look pained.



Nako. This robot was defeated by Alice in the last game. Now he is damaged and cannot move anymore. The madcap that controls him has become a skeleton.



Nako. This is the carriage that brings Alice from the junkyard to the Hatter's Domain proper. We used a lot of teapots in this level, and in this case we designed a more mechanical one.



ABOVE: Jin Lei, KW: The development of this character, the Automaton, was particularly tormented.

RIGHT: Luis Melo. The first draft of the cable car that Alice uses to get to the domain's gate. This one involved a lot of pedaling.

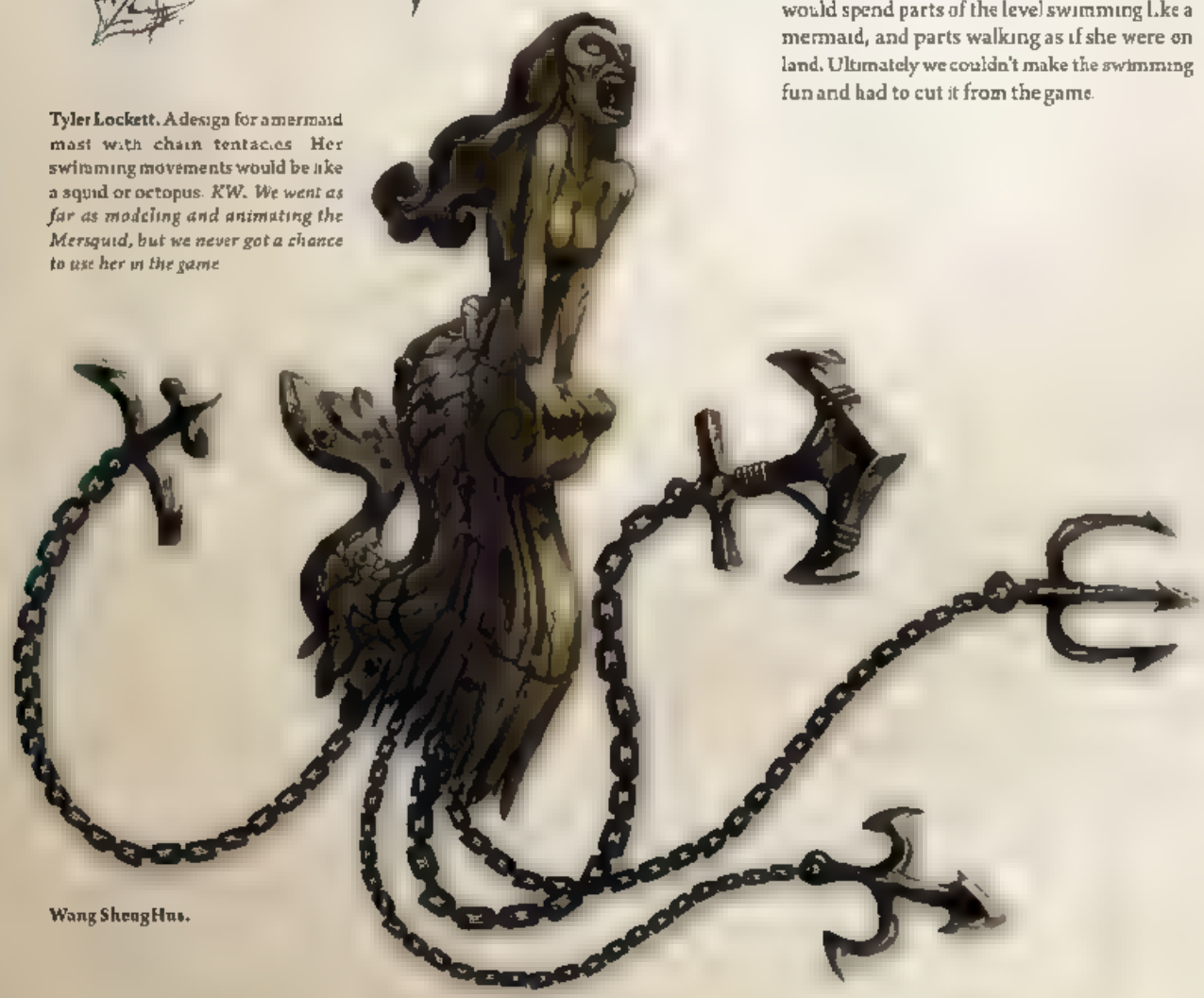


Tyler Lockett. This was inspired by the true story of John Franklin's doomed arctic voyage, in which the ships became icebound, and scurvy, lead poisoning, and cannibalism occurred among the desperate and dying crew members. Floating shacks made from shipwrecked wood search for prey as snow falls through a hole in the sky.





Tyler Lockett. A design for a mermaid
maid with chain tentacles. Her
swimming movements would be like
a squid or octopus. KW. We went as
far as modeling and animating the
Mersquid, but we never got a chance
to use her in the game.



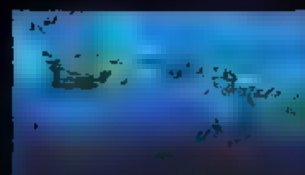
Wang ShengHuo.

THE DELUDED DEPTHS

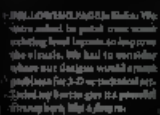
THE ORIGINAL GAME used most of the well-known characters from the two books. Two interesting figures that Alice had not yet met were the Walrus and the Carpenter. We gave them the Deluded Depths, our underwater area. With them they brought the Oyster, fated to be eaten by the Walrus.

We also decided to reintroduce the Mock Turtle here. He's now captain of the HMS *Gryphon*, built in memory of his fallen friend.

This was at times a very frustrating area to work on. On the one hand we had a lot of fantastic, beautiful concept art, which translated into great 3-D models. On the other hand, we knew that the watery environment and abstract level construction would be a huge technical challenge to overcome. Our initial idea was that Alice would spend parts of the level swimming like a mermaid, and parts walking as if she were on land. Ultimately we couldn't make the swimming fun and had to cut it from the game.



ABOVE: Ben Kordish, early prototyping for the Xbox "Mini Theater." Images such as these provide early design ideas and game-play design.

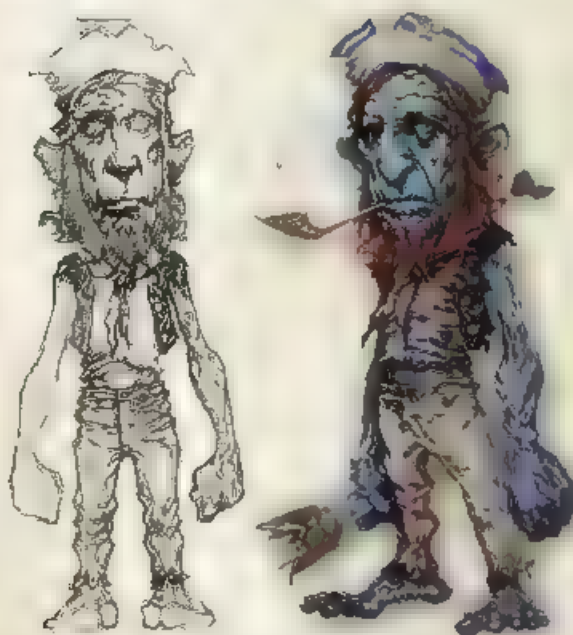
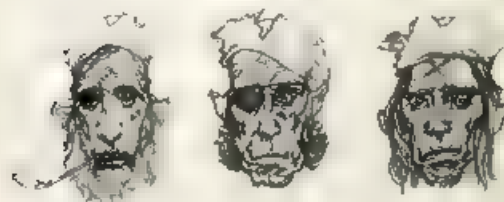






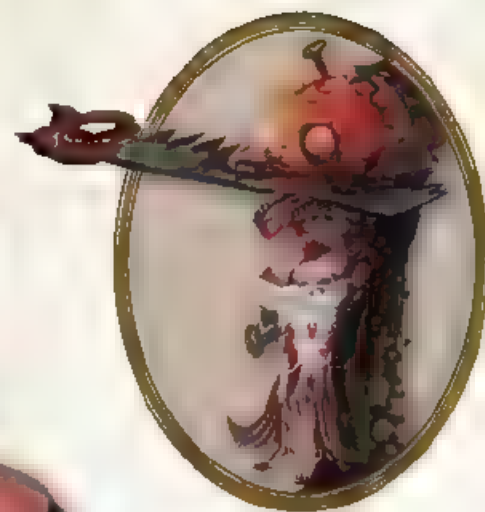
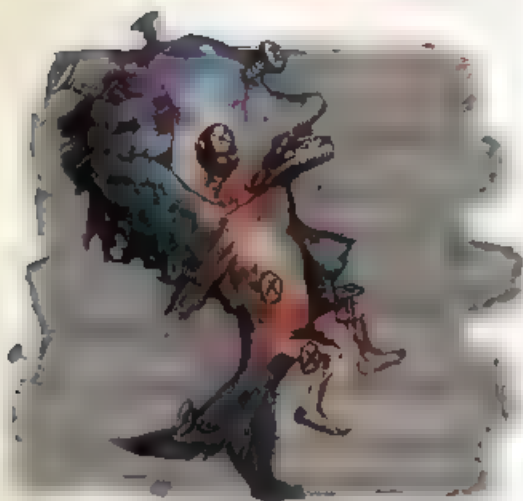
LEFT: Luis Melo. It has been said that sometimes things are not what they seem in Wonderland, but other times they are overly literal, which is practically the same. This oysterbed is deceiving even if you imagine it to be like a real bed, you won't expect the deadly tentacles.

ABOVE: Luis Melo. These are the first drafts of the Carpenter character, an enticer and a manipulator who gets what he wants through his showmanship and charisma. It's clear there's something fishy about him, but no one wants to miss the show. In fact, morbid curiosity about what the show is really about is what makes it so popular. A marketing strategy to keep in mind.



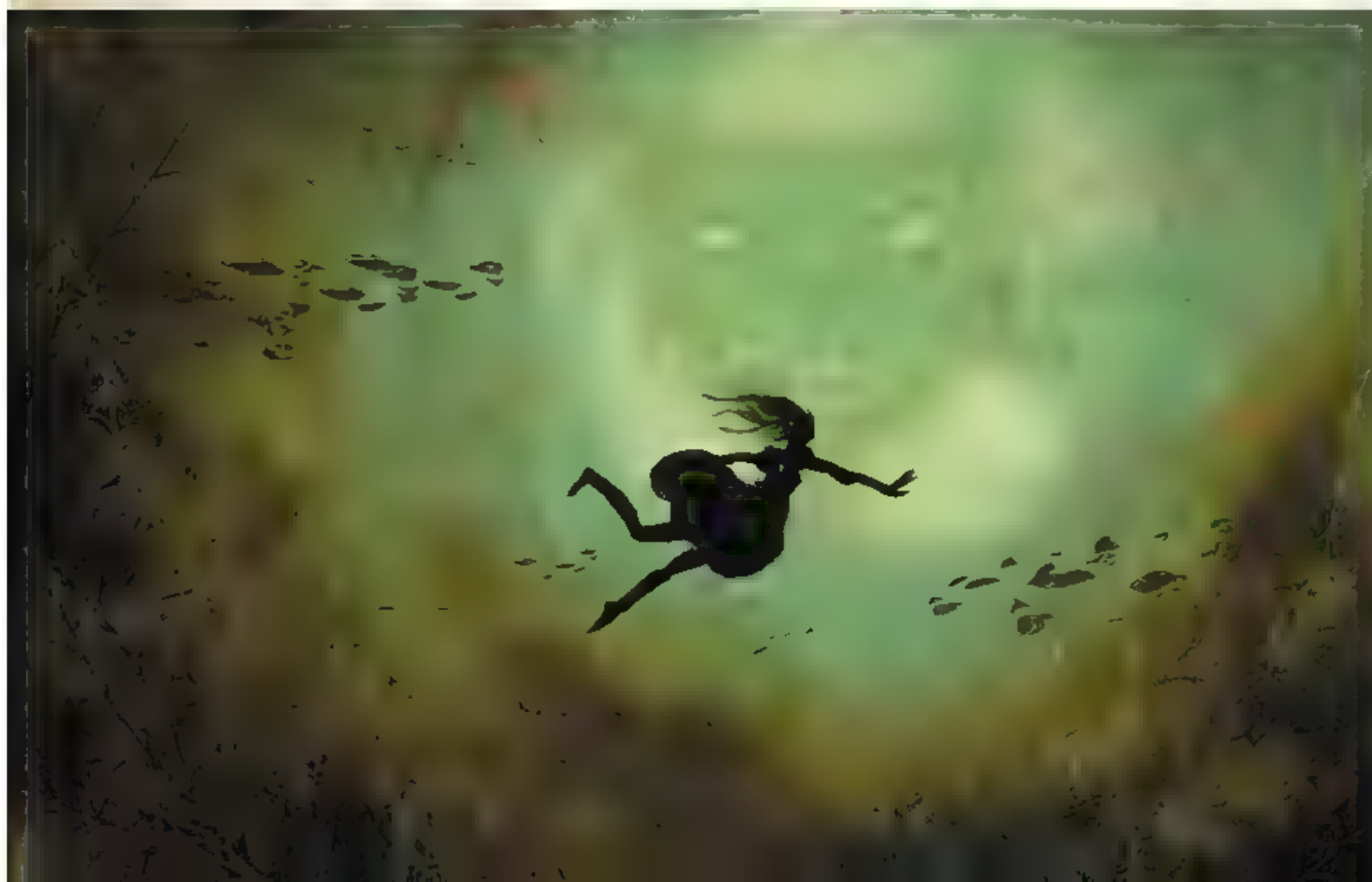
Luis Melo. The first rendering of the ghost sailors as homeless souls, drunken and angry from being assaulted and robbed of their lives and their ships by the Carpenter. They go around in an undead form, picking fights with anyone and anything until someone puts their souls to rest.

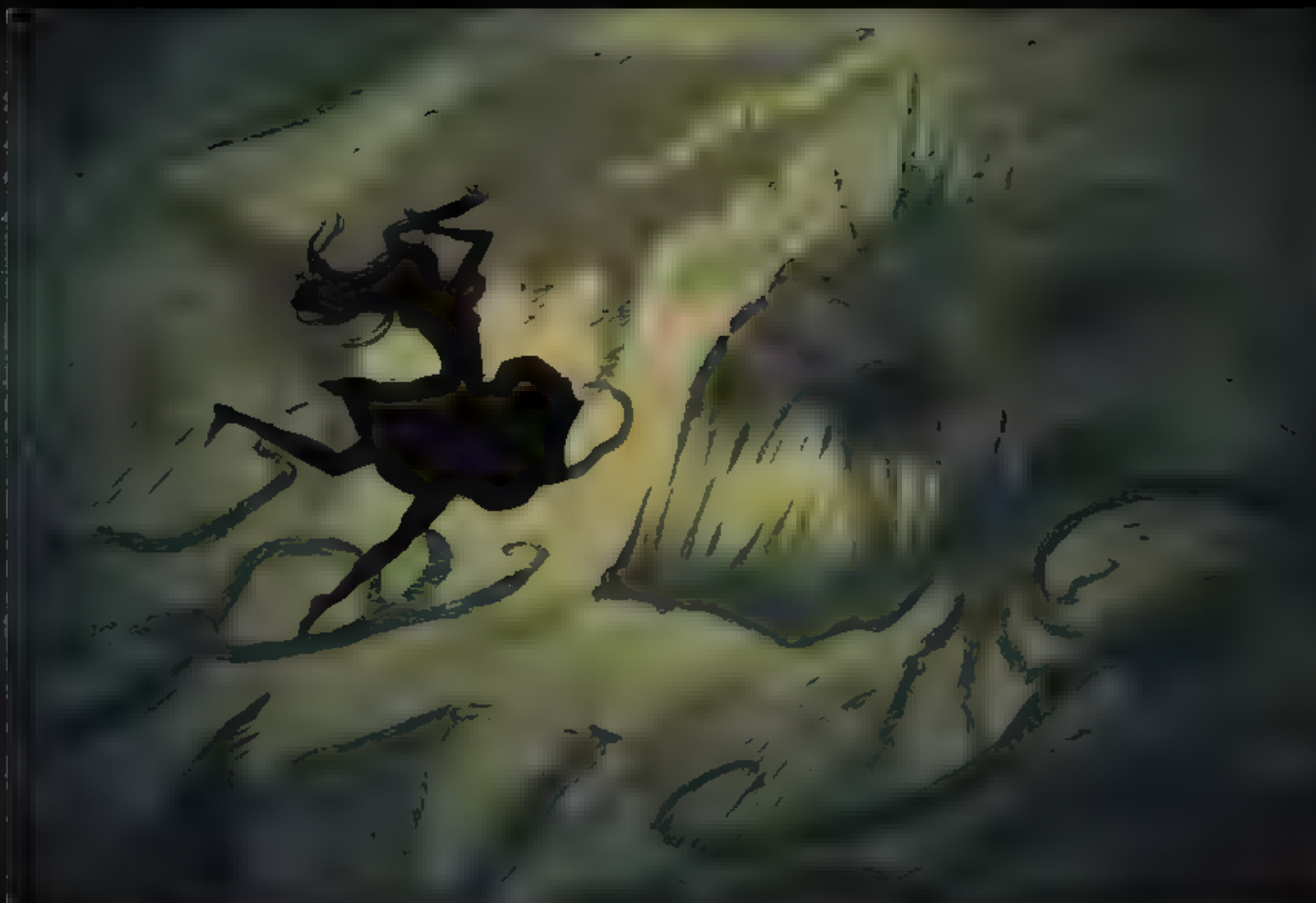




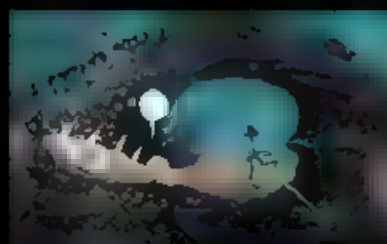
Sun GuoLiang. My tasks are always special. This time it is torturing the fish-man. Saws, chains, series of torture tools appeared in my mind, and I put them into the design. Ken said it is so cruel but he likes it. Yeah!

BELOW: Luis Meio. This started out as a study of Alice in an underwater fishtank, watched on the other side of the glass by the Cheshire Cat. It became a starting point for the colors and texture, feel of the kelp forest where Alice goes looking for the oyster beds.

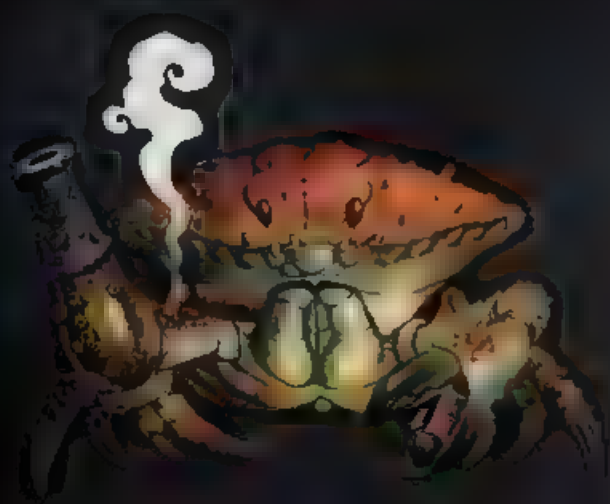




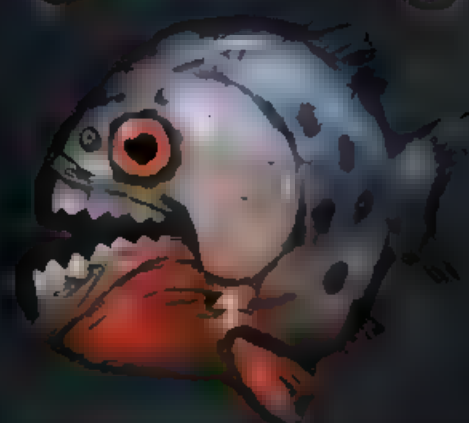
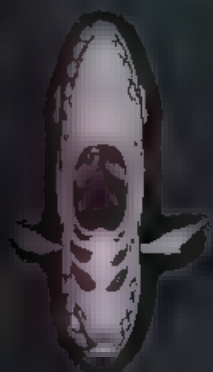
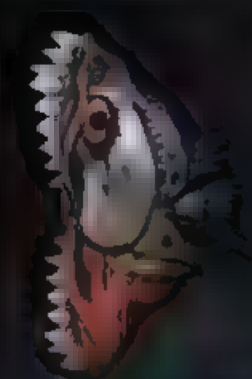
Luis Melo. The "fish barrier" was an idea to limit Alice's range of exploration without imposing a rigid physical limit. As she went out of bounds, some small fish would start nibbling at her, causing damage. If she ended up going too far, she would be reduced to prehistoric deep-sea fish patterns, as the view would go dark in an almost shapeless overwhelming swarm.



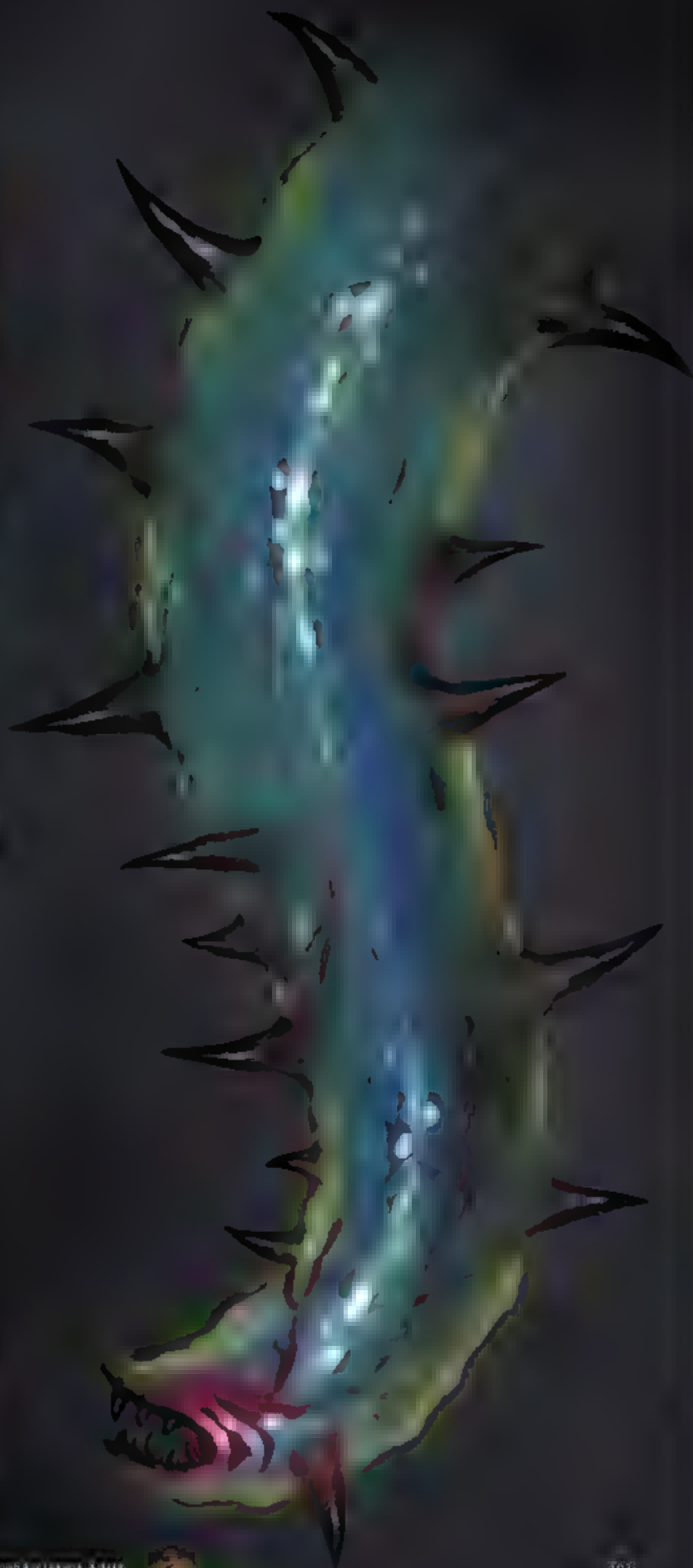
Pu JinSong. This is a dangerous clam trap with an eye that follows Alice's movement. When Alice steps on his tongue, she suffers a critical attack. In the first designs, it was covered by a hard shell, and then we gave it a flesh tongue to make it look more disgusting. **KW:** We hired Pu JinSong based on the awesome little storyboards he does.

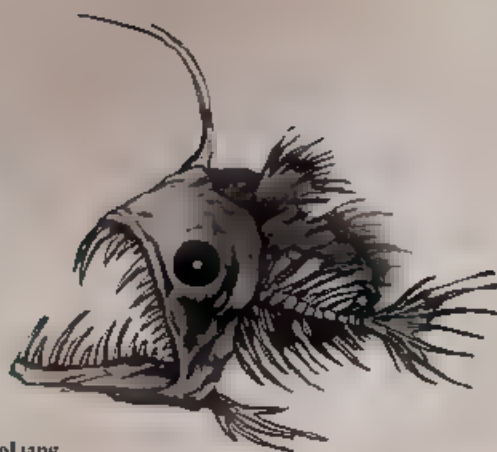
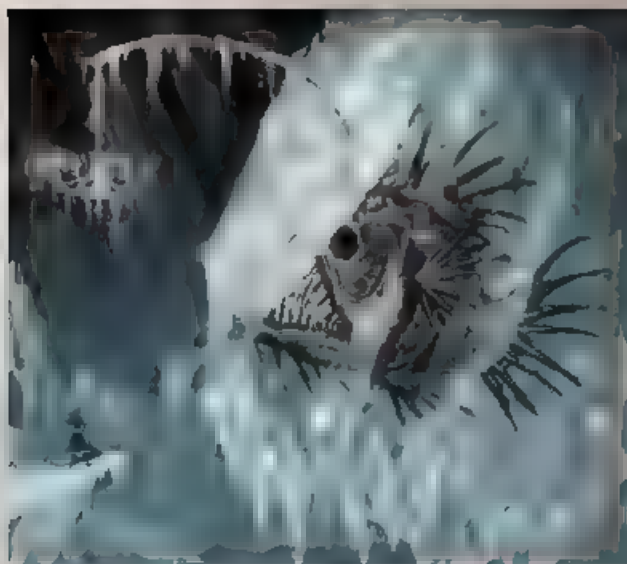


ABOVE AND BELOW: Wang Sheang Hui. We changed one pincer into a cannon to make this enemy more aggressive. The piranha needs a big mouth to eat people. Could it be any bigger than this?



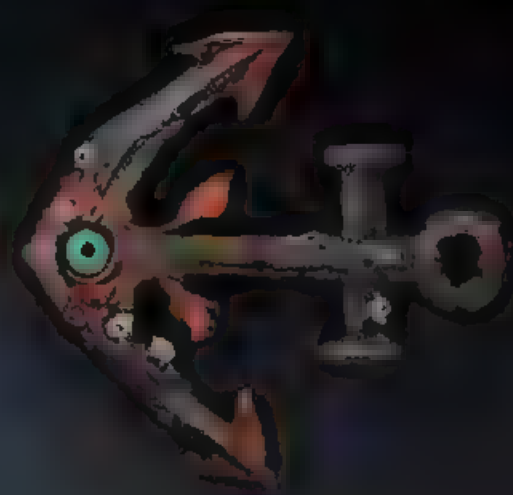
RIGHT: Nako. The Kraken tentacle needed to be very horrible and disgusting, so that players will know not to touch it. I referenced many weird deep-sea creatures to do this task. I also tried to give it the ability to spit poison or create electricity. KW: An unused design for the tentacle of the Kraken, a giant creature who stalks Alice throughout the level. He was unfortunately cut due to time and technical reasons.



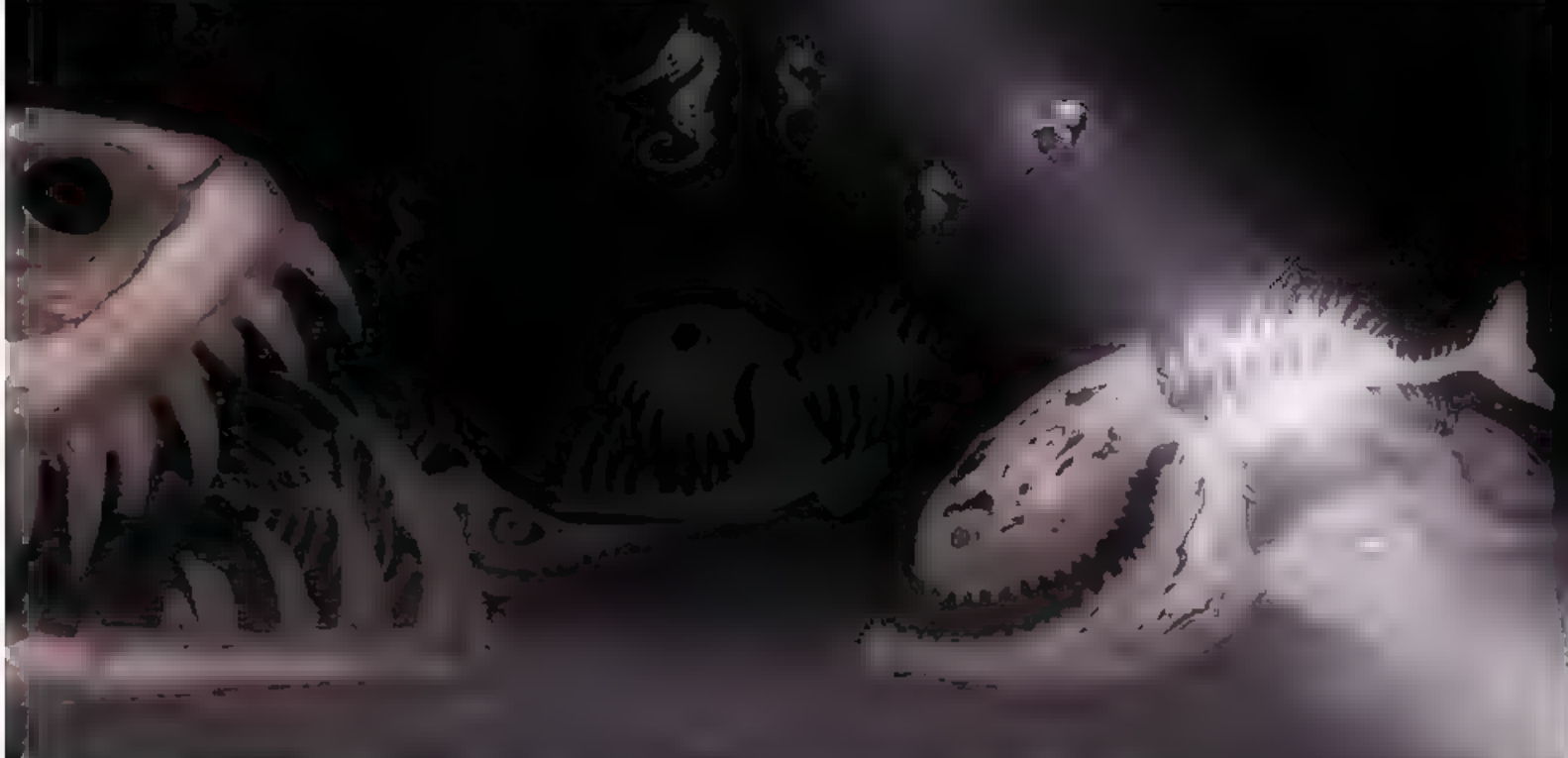


Sun GuoLiang.

LEFT: Nako. A big fish frozen in ice. It was originally a normal fish, just a little bit horrible. But later we decided to make it a skeleton fish with rotten flesh.



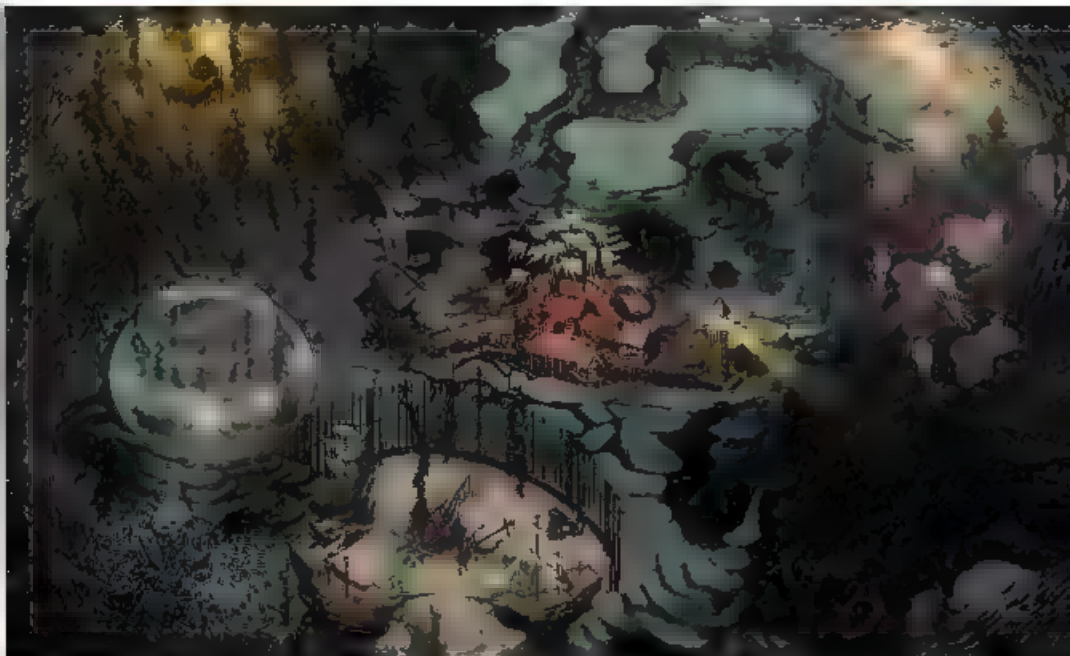
Wu YueHan and Ken Wong. KW: These undersea critters were unfortunately cut for time reasons. The Turtle Chest was in the game for a while, though, as a goal for swimming Alice to chase. It alludes to the Mock Turtle chase in the first game.



Ken Wong

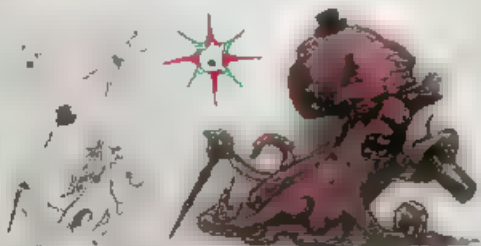


San Gao Liang, spent a lot of time collecting reference and trying ideas for this undersea desert.

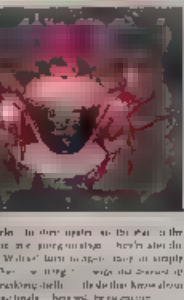


Little Male. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object.

Little Male. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object.



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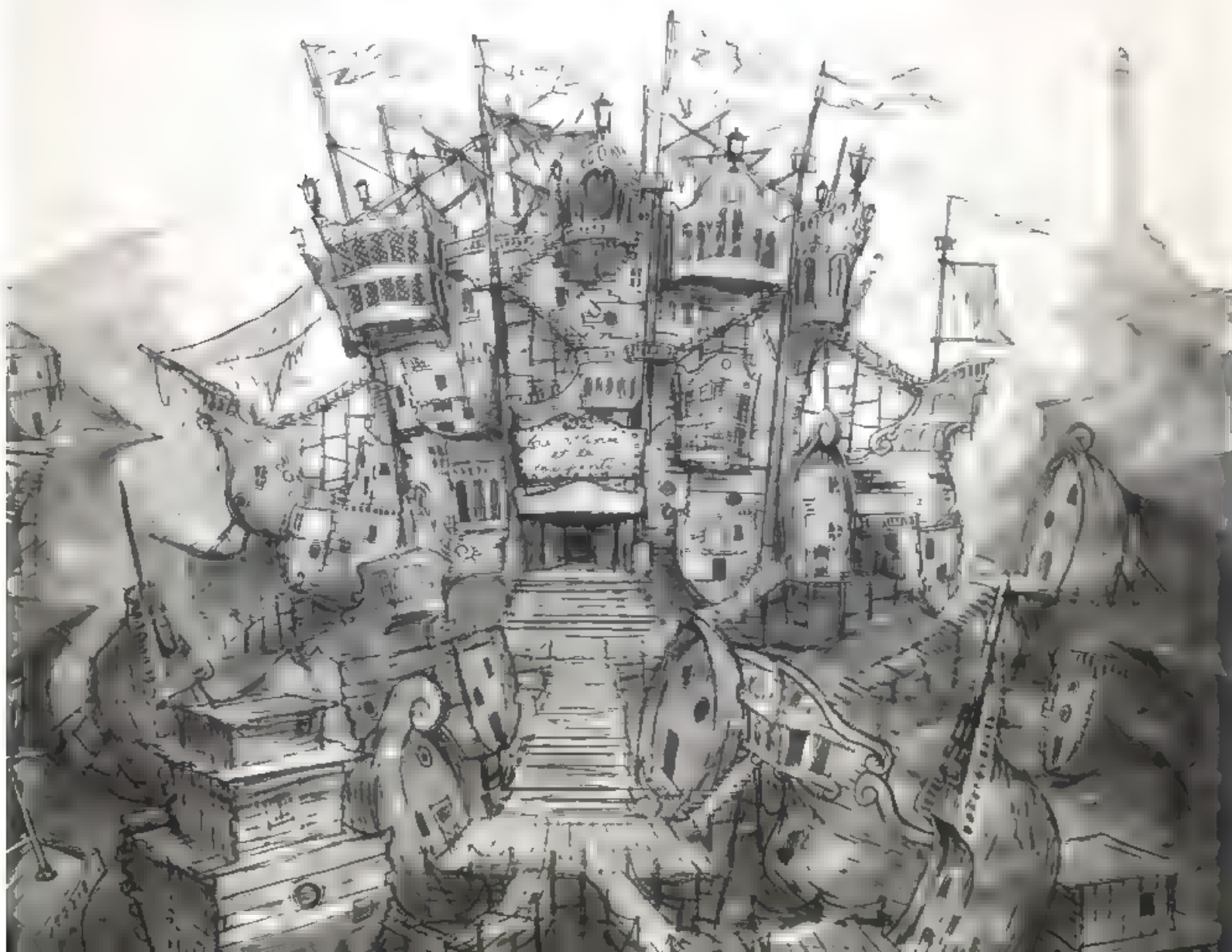
Little Male. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object. He always brings a simple, brown sack of sun-dried fish and a small, round, red, round object.



Left Luis Melo and Wang Shenghua. LM The Walrus is the incarnation of gluttony and stupidity, but also of brute strength. He's the perfect kind of a deceiver for the Carpenter, and he gets "mole-kicked" and teased quite a lot. If only he weren't so clumsy.

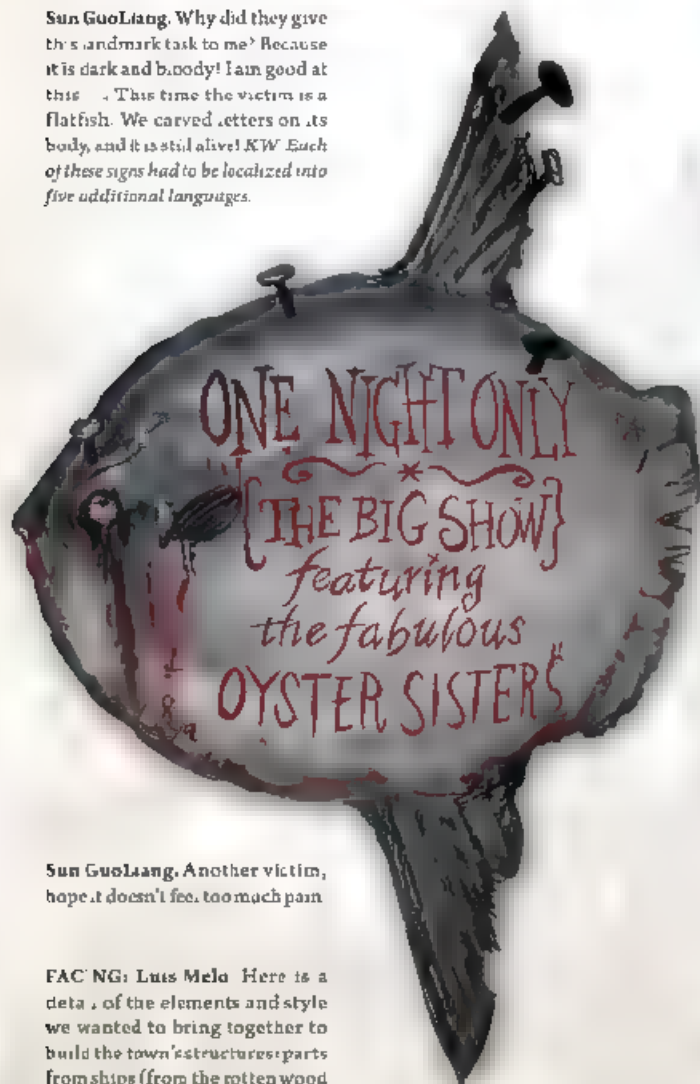


Right Luis Melo. This draft was done toward a more final layout for the town, one using the architectural style—showing buildings that are more like ship sections and to a more balanced scale against the theater building.



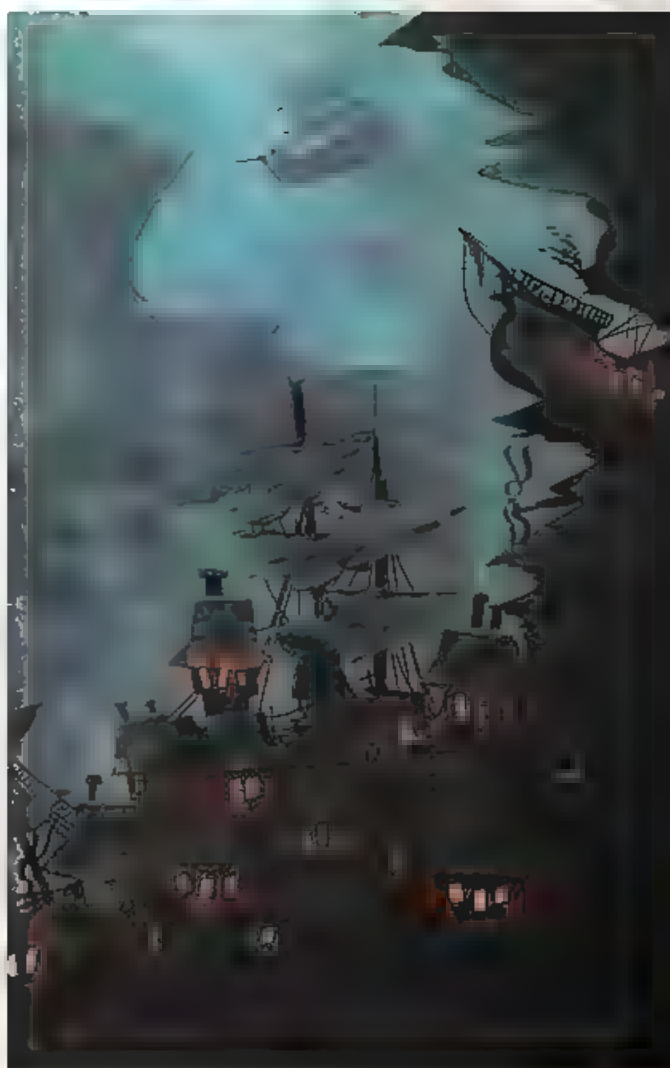
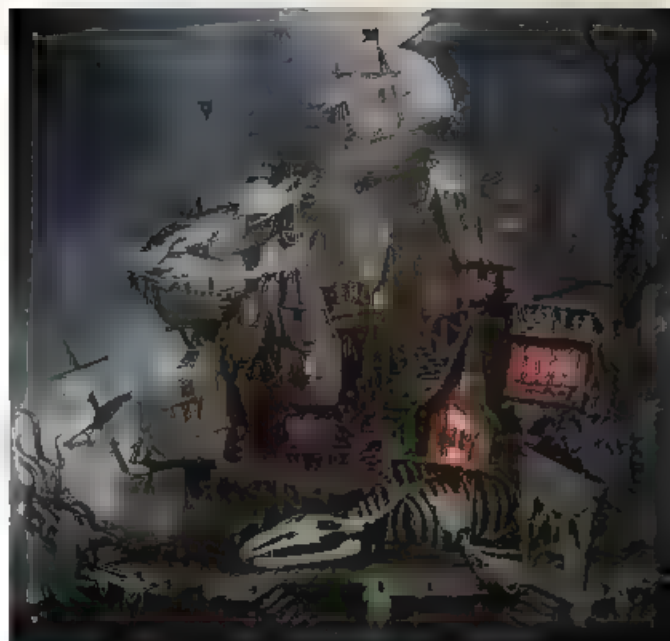


Sun GuoLiang. Why did they give this landmark task to me? Because it is dark and bloody! I am good at this. This time the victim is a flatfish. We carved letters on its body, and it is still alive! KW Each of these signs had to be localized into five additional languages.



Sun GuoLiang. Another victim, hope it doesn't feel too much pain

FAC'NG: Luis Melo Here is a detail of the elements and style we wanted to bring together to build the town's structures: parts from ships (from the rotten wood hulls to anchors) together with sea creatures and their remains, all covered in a layer of sea grit and barnacles. Somehow the mix of these should also be reminiscent of nineteenth century (or even earlier) theatrical environments

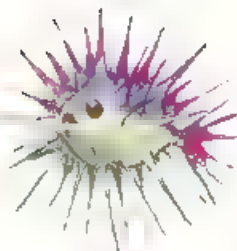


Luis Melo. These are two initial keys for the color scheme of the deep ocean and an approach to the town, before we had decided where to go with the architecture. You can see some whale bones there as well. The lighting and colors of these were pretty much kept all the way through

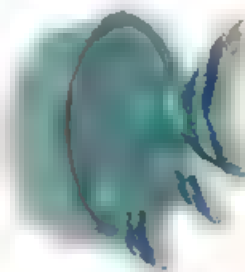




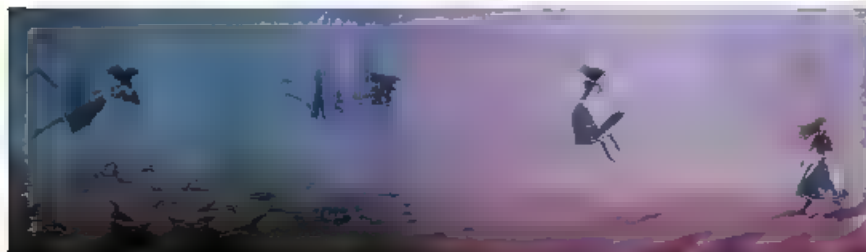
Photo: This is a (faded) photograph showing a lighthouse on a rocky outcrop at night. The lighthouse is illuminated, and its light is visible. The surrounding area is dark, and the water is visible in the foreground. The image is somewhat blurry and has a vintage feel.



LEFT: Luis Melo. One of the concepts for the horn section that Alice needed to find for the musical show was basically... a horn blowfish. He could play himself. **RIGHT: Yuan ShaoFeng.** *KW:* This fish was to be used as a swimming hazard. Alice could only attack him when he was puffed up.



Yuan ShaoFeng. *KW:* The final design of the Music Fish. He's a bottle because there used to be bottles in the ice area that also contained sound.



Luis Melo. In some underwater areas, Alice might find it easier to walk rather than swim. To distinguish these areas, we had "heavy" and "light" water, differently colored.

ABOVE: Yuan ShaoFeng.

BELOW: Luis Melo. "Heavy" water is mainly present in the darker chasms and the far reaches of the ocean, in which Alice needs to travel quickly. Central areas, which Alice has to explore thoroughly and where she does a lot of combat, are in "light" water. Here you can see how the colors and light change accordingly.



San GaoLiang. The villagers of the town are mainly oyster
fishermen, so my first idea was to make the village look like a big oyster
shell and the oyster villagers live in the small holes.

While Mike Langan's *Chinatown* was filmed in the Chinatown area, in the East End, there was a huge influx of money there with many Chinese immigrants, and the area was considered for a place where a film could be made in five to ten days. Finally, when she saw a lot of things that will influence the General Economic Development





Nako. A map design for the Shadow Room.
It is a Chinese style map on a rock

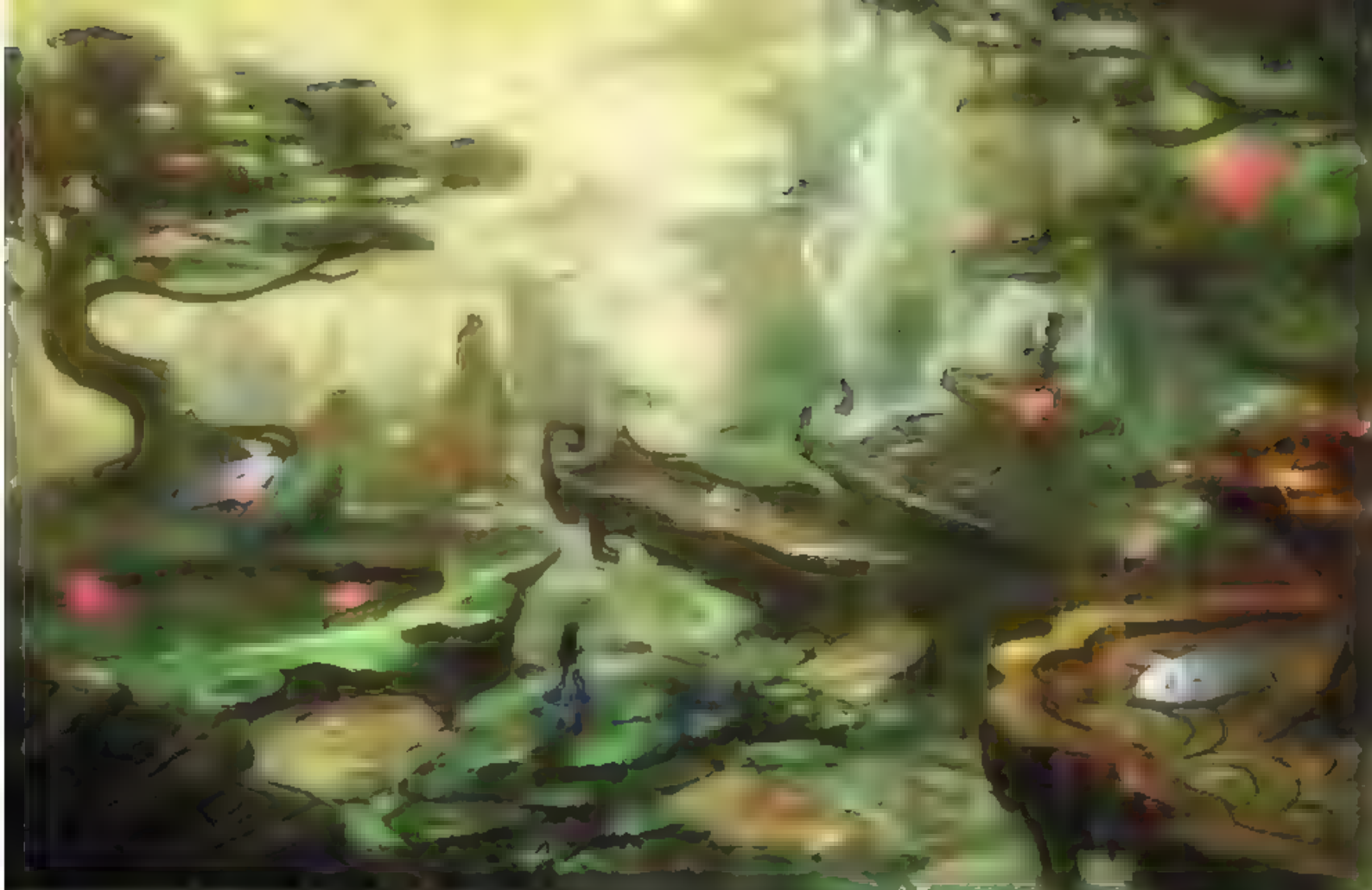


Hong Lee. A map of the Oriental Mountain done in Victorian sketch style



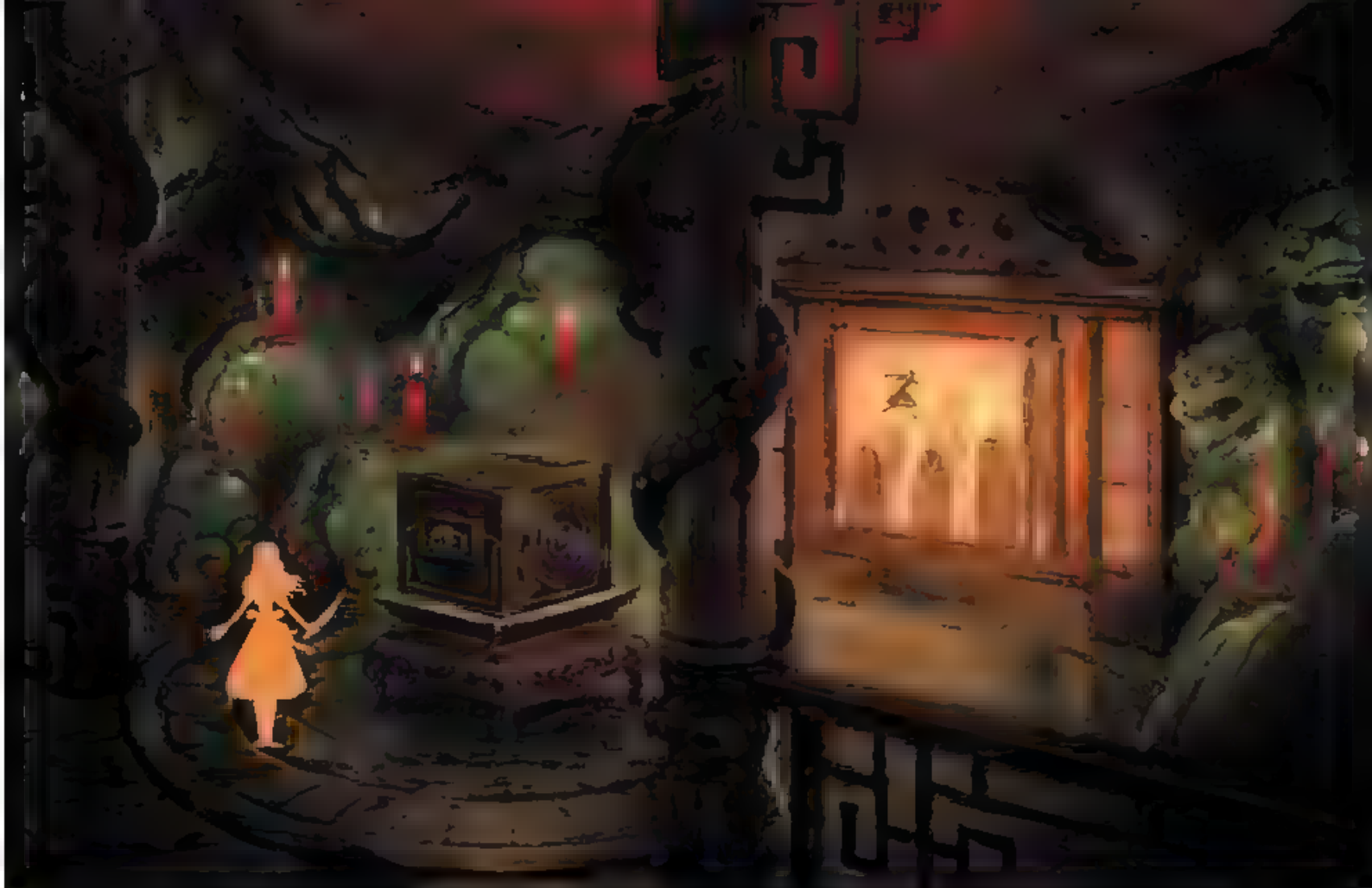
Nako. This is one of the first batch of Oriental level designs. I am Chinese, so it is easy for me to do this. Though most of us initially thought it was not a good idea to make an Eastern level in Wonderland, we liked it more the more we worked on it





ABOVE: Nako. Another concept shows the Eastern feel. BELOW: Sun Guoliang. Alice finds the Oriental rock in the Vale of Tears. The smoke coming out of the top temple is from the Caterpillar. Alice will shrink and enter this Oriental world later.





Luis Melo. An idea for how Alice might transition into the 2-D shadow platforming sections of the Oriental Garden—a projection room, where the 2-D gameplay would appear projected on a scrolling painting.



ABOVE: Nako. The Caterpillar was placed in the Oriental Domain, so we gave him a lot of Eastern elements such as a long beard, an old-fashioned Chinese pipe, and some Eastern-styled patterns on his body. Later he changes into a butterfly, and we used some Beijing opera makeup on his wings.

RIGHT: Yuan ShaoFeng.



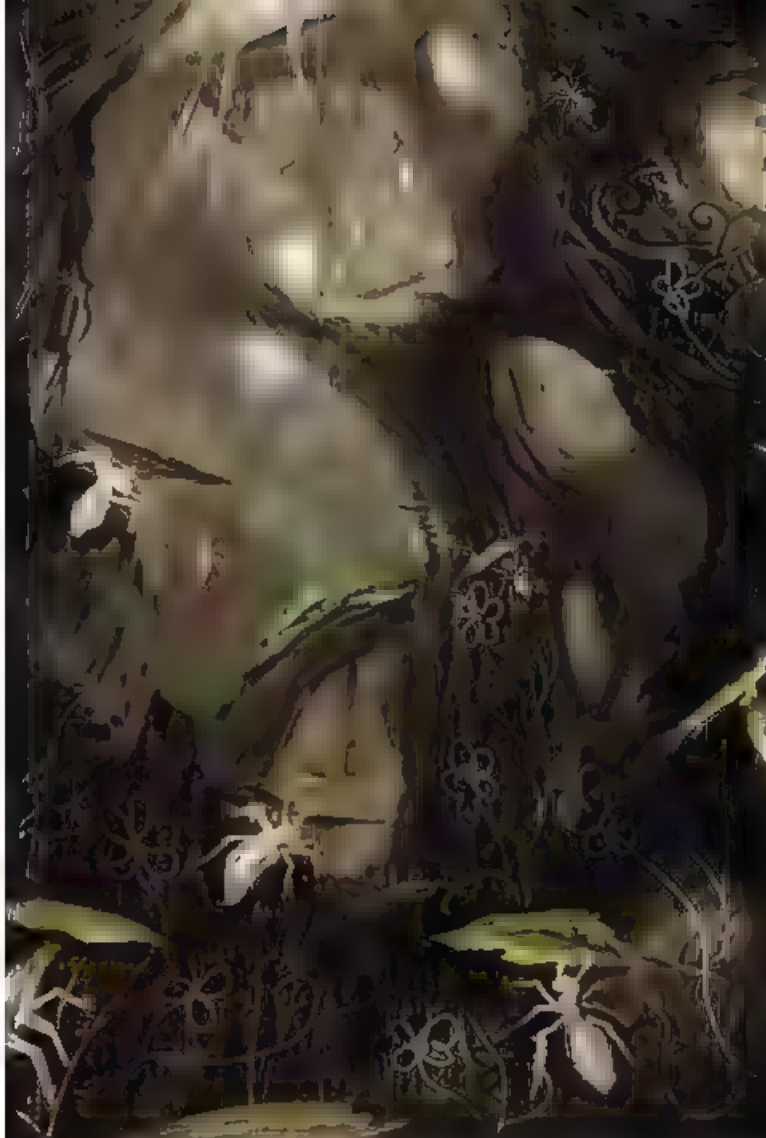
LEFT: A series of illustrations from the film "The Great Wall" showing the architecture and the figures of the Chinese soldiers. The figures are heavily influenced by traditional Chinese art. We should still remember that this is a movie, and everything that looks up is necessary.



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THE GREAT WALL
THE GREAT WALL
THE GREAT WALL



Nako. These are the Wasp Warriors, based on Japanese samurai. We combined the dark feeling of samurai and the evil spirit of the wasps to make them feel dangerous



Nako. An early design for the Wasp Empress was a white ink wasp. She comes out of a Chinese red lantern.



San GuoLiang. The final design of the Wasp Empress. I added some Japanese elements into it. She was inspired by Lucy Liu in *Kill Bill*. I gave her a beautiful kimono and three traditional Japanese masks. She is wielding katana with four arms.



Pu Jin Song, Kw Shadow-puppet versions of the ants and a samurai wasp, for the Shadow Path levels.



Jin Lei,





ABOVE: Yuan ShaoFeng. OPPOSITE: Nako. Alice meets the Caterpillar. Alice is very small at this point, so I made the cocoon very big to create contrast.



San GuoLiang. The first key concept for the Queen's Castle. I collected a lot of reference for this, like gothic castles and some art by Beksiński—we all like his style.



Luis Melo. Alice is back at what remains of the Queen's maze. All life seems sucked out of it, but not the evil. The hedges are petrified and crumbling, the stone blocks are somehow rotting, and it's all too silent. Something definitely still lurks around in the maze.

QUEENSLAND

QUEENSLAND WAS PERHAPS the easiest area to design. In the original game the Queen of Hearts was Alice's archnemesis, a strange, grotesque reflection of her. Her power was represented by giant fleshy tentacles, which spread out throughout all of Wonderland. Parts of her castle seemed made out of meat or flesh. Other parts were inspired by Gothic cathedrals.

For this second game we thought it would be interesting if all that flesh had dried out like mummification. Her castle became a dried, dusty husk. We were inspired by the incredible work of Polish painter Zdzisław Beksiński, who mixed architecture with organic material to create stunning, surreal landscapes. We thought this perfectly mirrored the way the Queen and the castle were really one and the same. We also thought the Queen was not completely vanquished, and that somewhere in a tomb the castle remained wet and fleshy, as the Queen slowly regained her strength.

Sun Guoliang's loose, flowing style and ability to mix references in with his painting were perfect for this domain. He took charge with several early key pieces, and then did a lot of the iconic, early asset designs.



Nako. Giant Alice in the Queen's Castle





Hong Lei. Finally, we decided to make the Queen of Hearts look like young Alice. She is in a deep sleep, and her hands and lower body are all tentacles, which control the whole domain. I adapted a lot of Victorian clothing designs and Gothic-styled designs. **KW:** The design of the Queen in the original game is quite strange, so we wanted to try something else for our game. We were originally going for a dying old woman, when American suggested going in the other direction and using a young girl. She's supposed to look like young Alice, but I think it's a little bit of a self-portrait too. She has one of my favorite vocal performances in the game.





Sun Guoliang. One of the concepts for the corpse wall, I collected a lot of images of mummies and corpses as reference. I made the contrast very low and added a heart-shaped hole, to make it more horrible

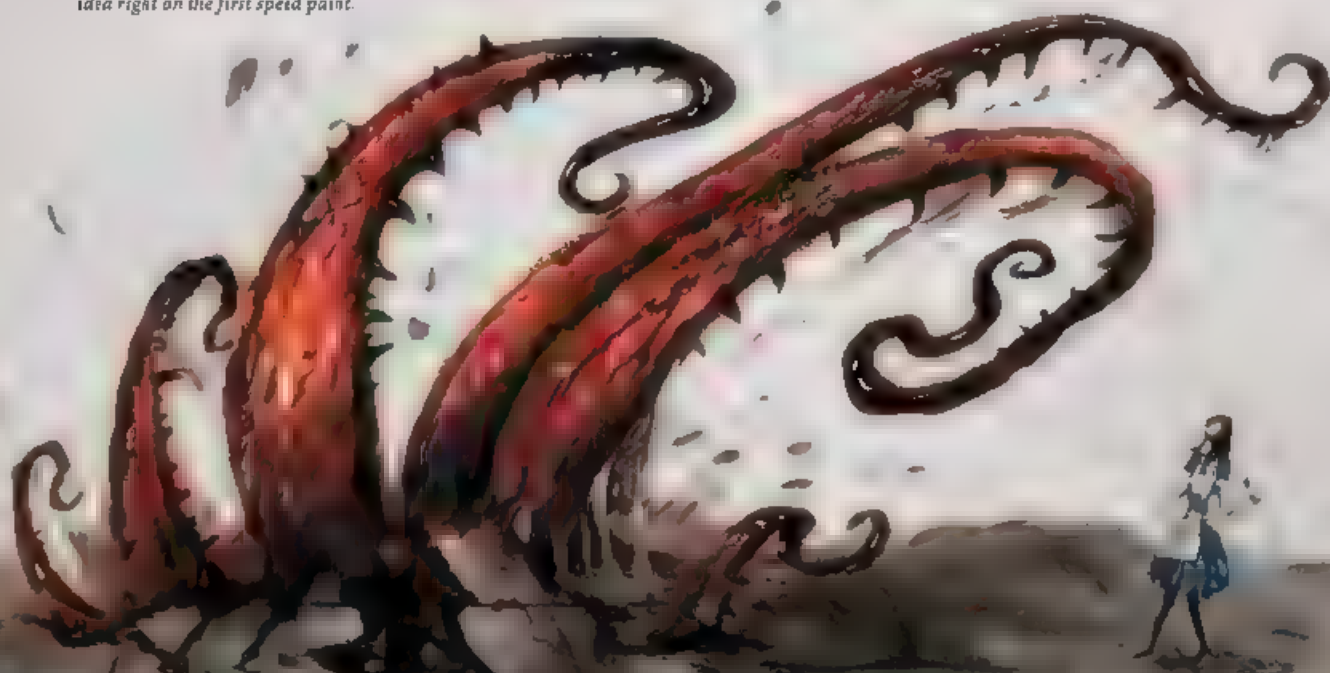
BELOW: Sun Guoliang. One of my ideas. Some tentacles suddenly come out from the ground and attack Alice. I think this will scare players and make them excited. KW sometimes Sun Guoliang absolutely nails an idea right on the first speed paint.



Sun Guoliang. The finger wall is similar to the corpse wall. You can see the dry fingers crossing each other; it feels really horrible

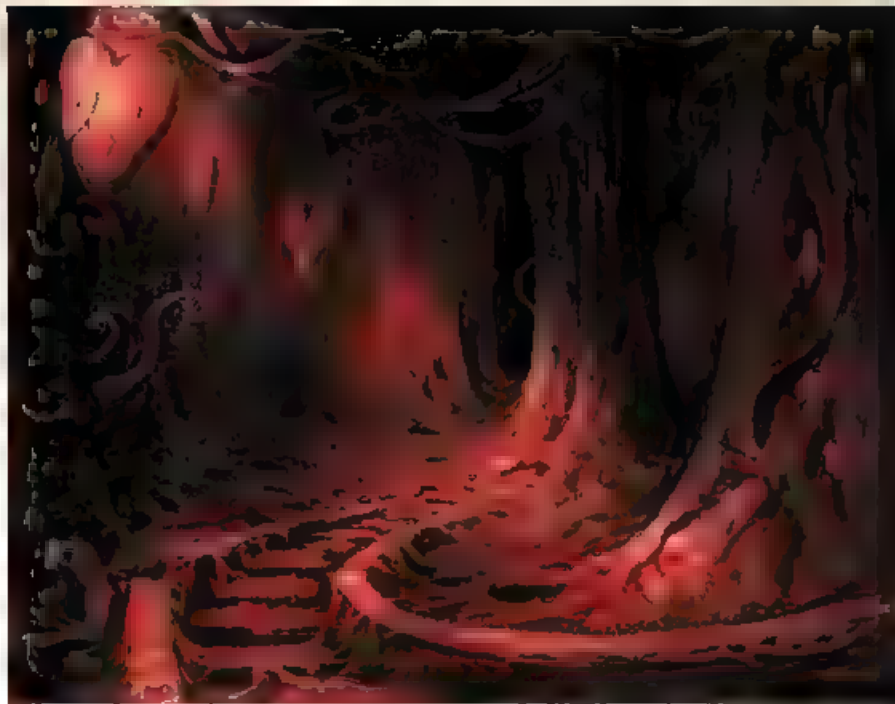


Hong Lei. A device in the Queen's Domain, inspired by Bekasinski





Make. The White King is bound by the Queen's tentacles. Alice needs to break the King to get through. I spent a lot of time on the details of the King's pained face.



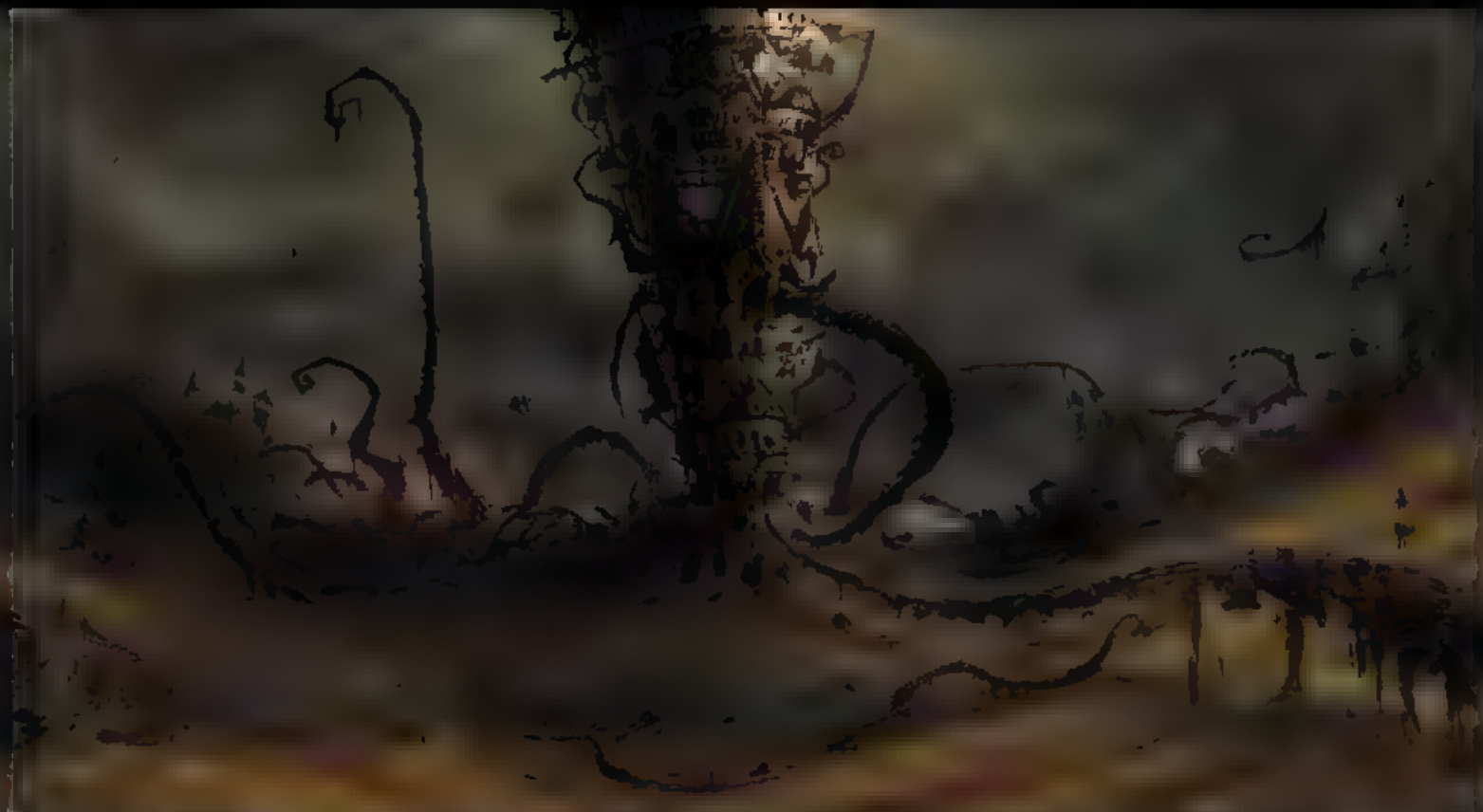
Sun GuoLiang This is a flesh pillar in the Queen's Domain. I tried to add some carvings and decorations on the organs.

Sun GuoLiang The underground part of the Queen's Domain is in fact her body and organs. They become part of the buildings. When you are walking in it, it feels like you are in the stomach of a giant monster. *KW* Sun GuoLiang and I tried to preserve a sense of Gothic architecture among the organic forms.

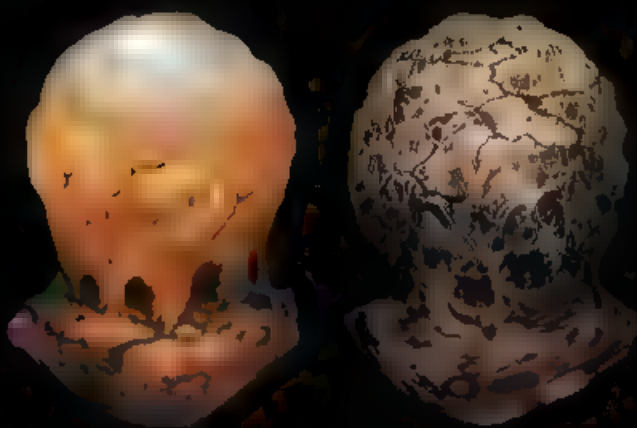


Hong Lei This is the first design of the Queen. We referenced King Theoden from *The Two Towers* to show a feeling of weakness and near death. *KW* The chamber was inspired by the space-jockey scene in *Alien*.





Sun GuoLiang. One of the early Queen's Domain environment concepts. I created an unrealistic castle surrounded by dying tentacles. Alice is walking toward it.



LEFT: Sun GuoLiang. This corpse pillar is inspired by Bekasicki's work. Hail to this great artist!

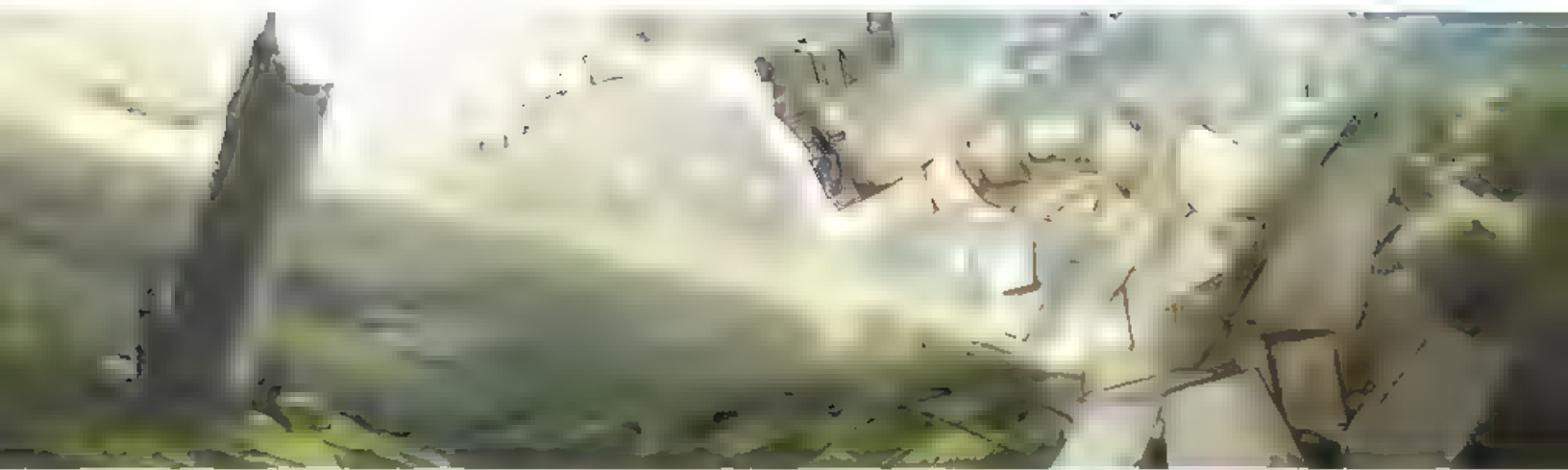
ABOVE: Sun GuoLiang. A pustule. I designed two version of it. One is fresh and full of pus, which will come out when the pustule is broken. The other one is dry, nothing inside. *KW:* I gave Sun GuoLiang a bunch of English terms to Google in order to find reference for this task. I didn't have the stomach to check the references myself.



Wang ShengHua. KW: A variety of half-stone, half-organic towers for the Queen's Castle



Yuan ShaoFeng.



John Dillinger



John Dillinger, the last of the great bank robbers, was shot and killed by the FBI in 1936.

John Dillinger, the last of the great bank robbers, was shot and killed by the FBI in 1936.



John Dillinger



John Dillinger

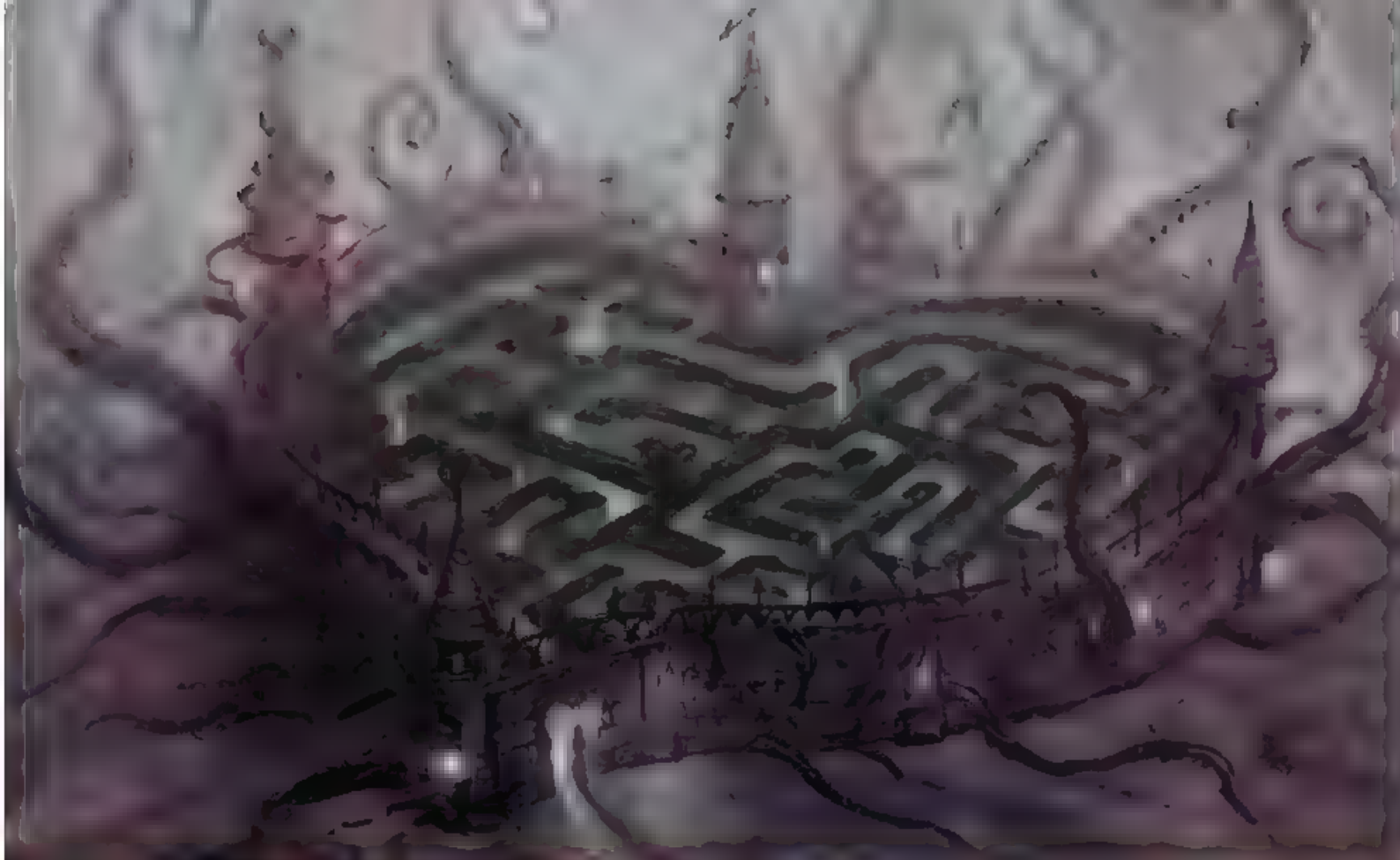


San GuoLiang, The flesh tunnel in the Queen's Domain. I don't want to talk a lot about it — looks very evil

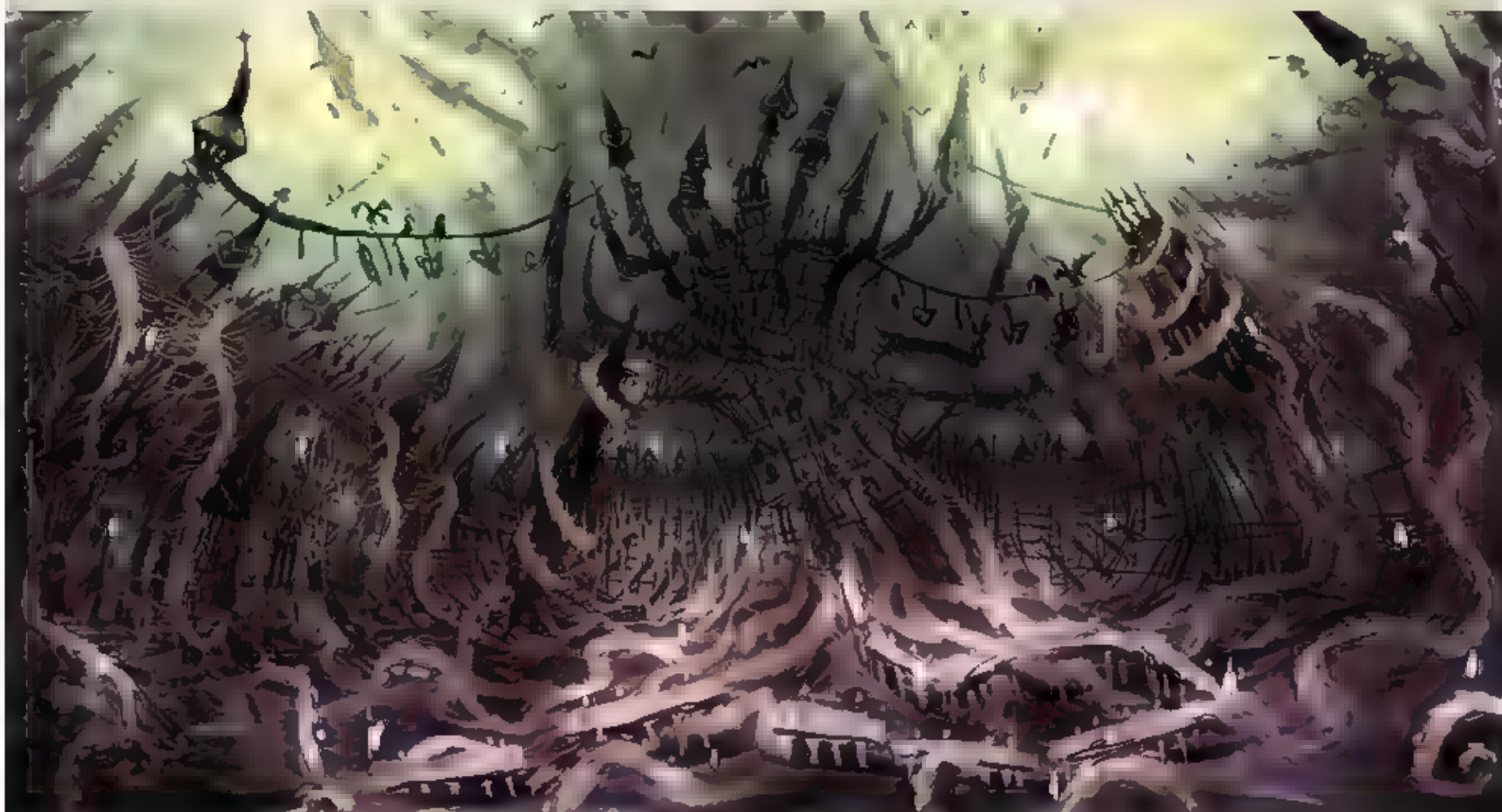


Tyler Lockett, The Queen's Catacomb. Although she's imprisoned in a heart-shaped cell, the tentacles have continued to grow from her chest and are puppeteering some angry, mace-toting playing cards





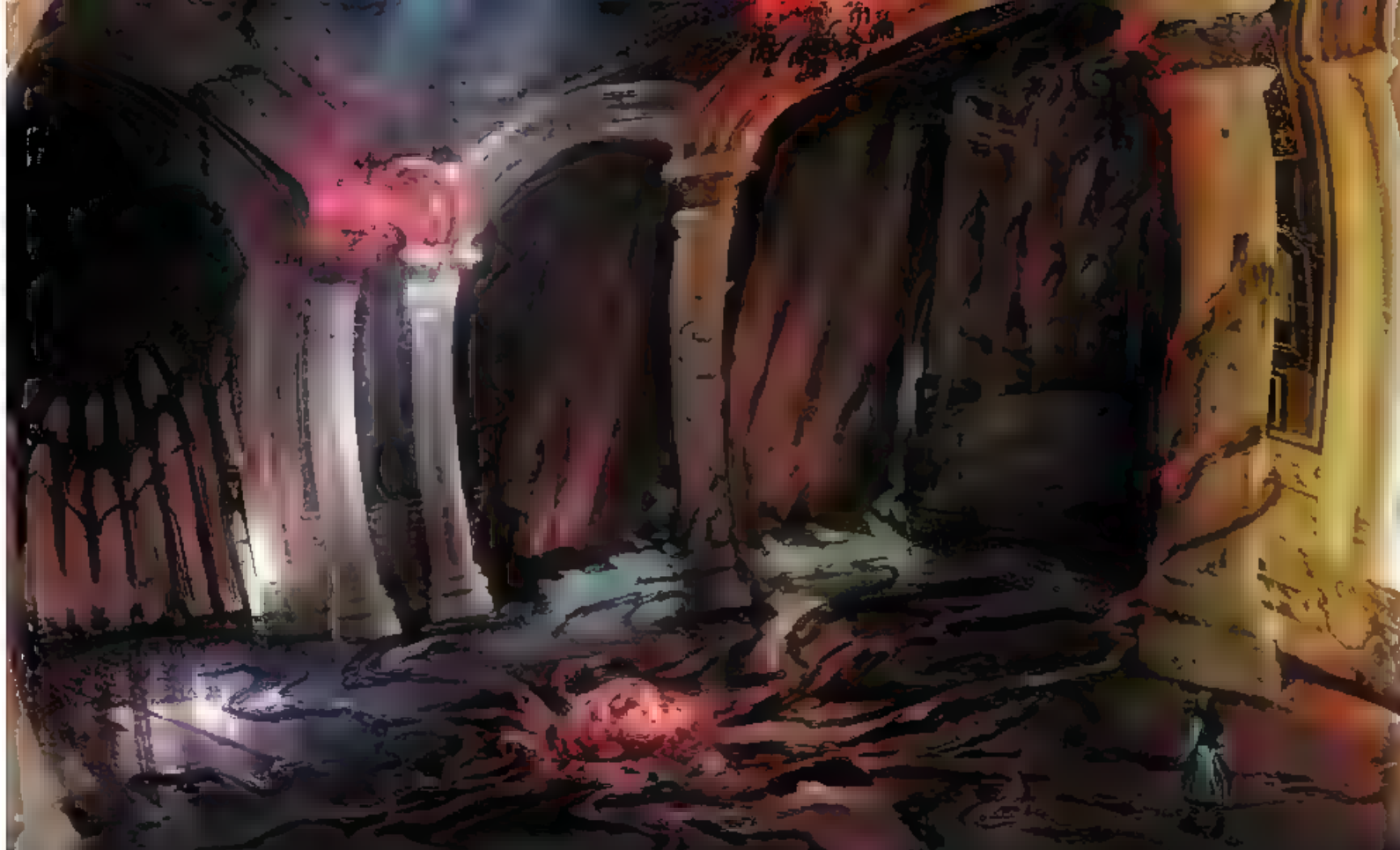
Nako, The maze is not big. Alice becomes Giant Alice once she reaches the center



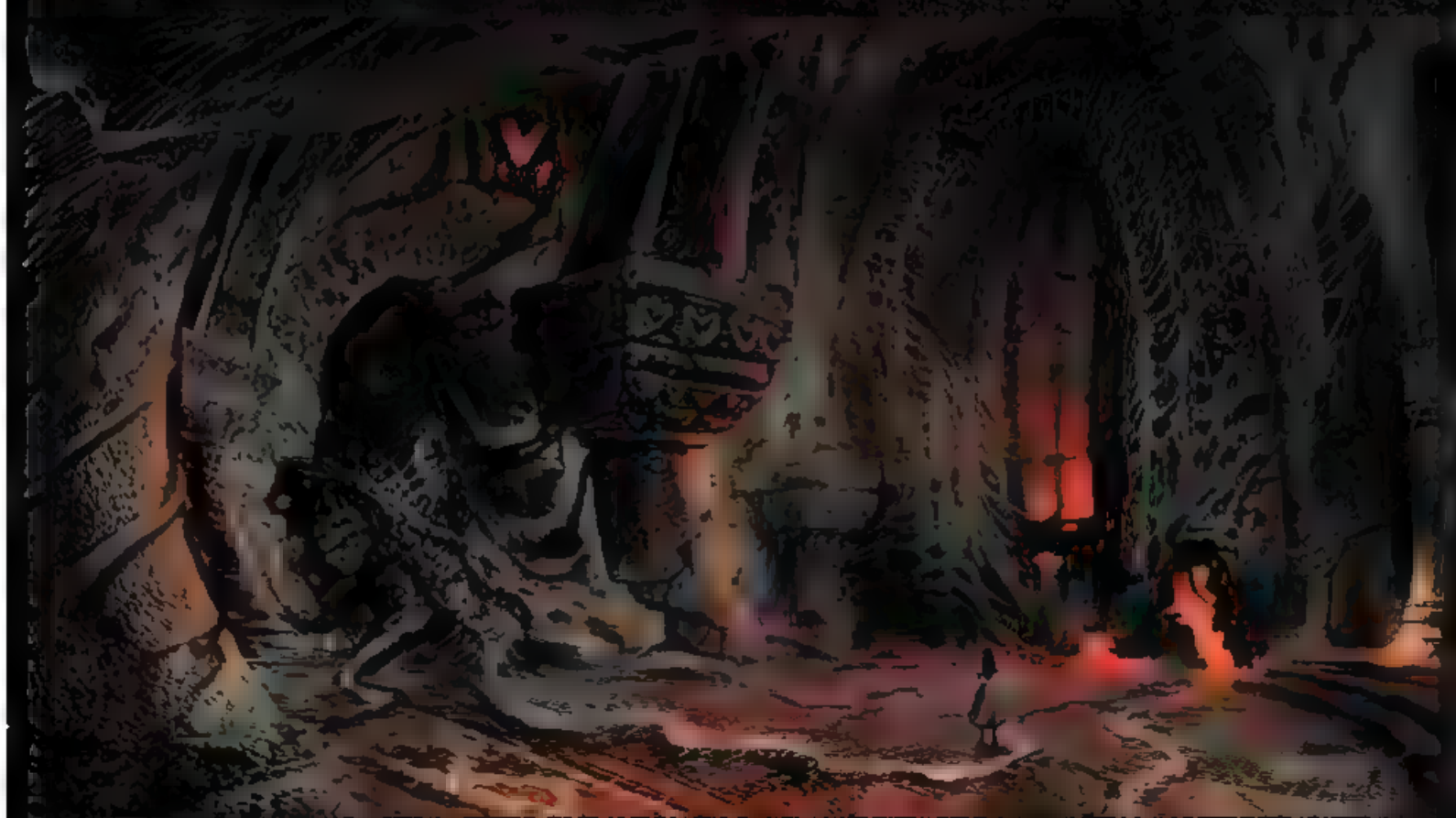
Tyler Lockett An "atmosphere sketch" (i.e. lackluster draftsmanship) of the entrance to the Queen's Castle







San GuoLiang. An old, broken scene near the entrance of the Queen's Castle.



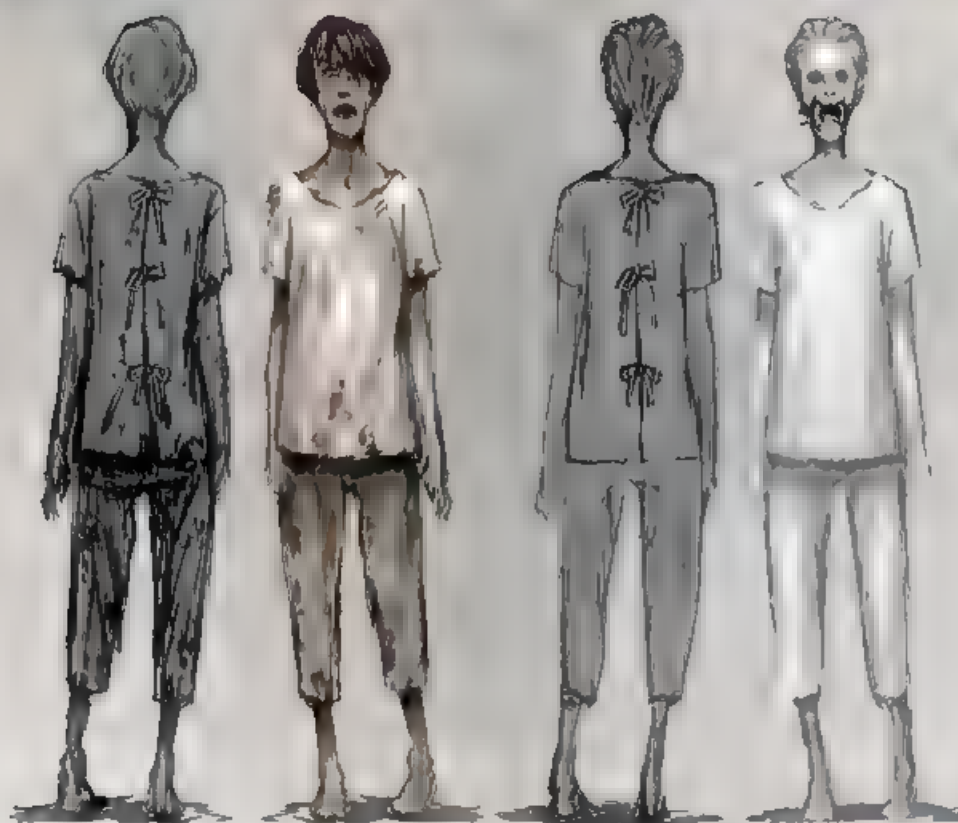
San GuoLiang. The hall of the Queen's Castle. I used a lot of corpse elements on the walls and floor to make it look creepy.

Pu JinSong. These evil creatures live in the Queen's Domain. The appearance is based on real animals like spiders, crows and rats. Their food is the rotten enticement. I also designed a new creature that looks like a tongue. Will it attack Alice?



Wang ShengHua. I tried a lot of designs for the Chess Players: golden ones, transmuted ones, dead ones, and demon ones. I like the dead ones most, and I designed a lot of weapons for them.



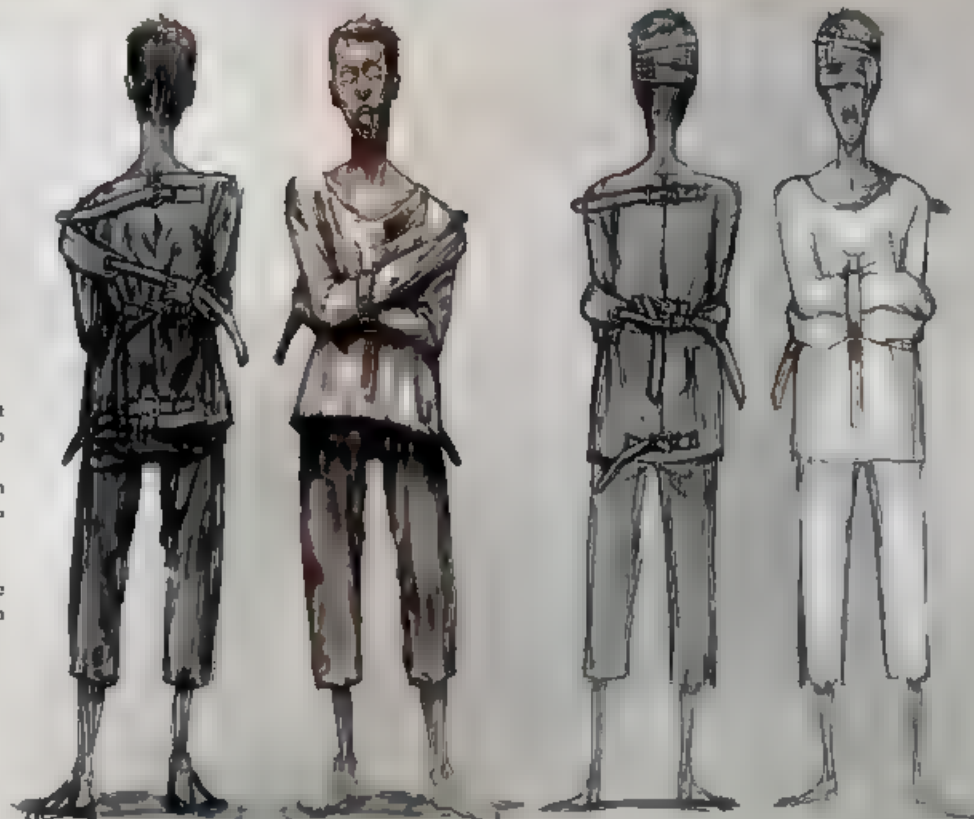


ABOVE Luis Melo. Finding herself back in the Asylum, Alice is on the verge of insanity. At some point, within all the madness in these corridors, she can't handle reality anymore, so she enters a trance-like horror state in which hallucinations start to pour in and characters are distorted. Everything turns clean white, against which the blood flows painfully red after the strange atrocities that start occurring. Is it all really happening?



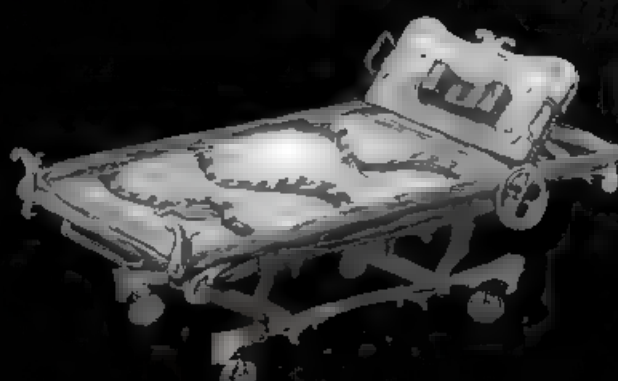
LEFT Hong Lei. The main patient in the Asylum comes in two versions: normal and insane. When Alice becomes mad, both the people and the building turn into the insane versions.

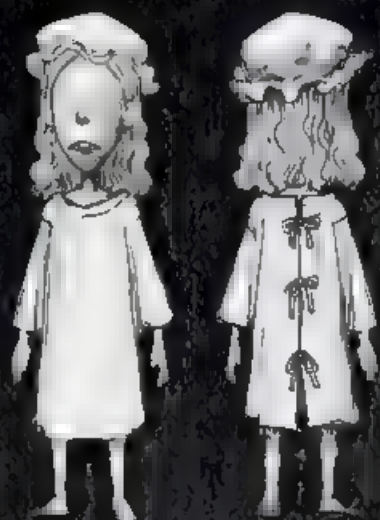
RIGHT Hong Lei. In the insane version, the patient is bound to show Alice's crazy mind.





LEFT AND ABOVE: Tyler Lockett. Alice, post lobotomy (sporting a gnarly scar, vacant stare, and trademark lobotomy drool), wanders the Asylum corridors spreadin' some crazy around. **KW:** We really wanted Alice to be able to explode people by looking at them. But we ran out of time.





Hong Lai and Nam. Doctor and child patient from the Asylum. Note the hands and face of the insane ones; they are quite special.

Kong Lai. The lay nurse from the Asylum. The normal one seems kind, but the insane one looks quite creepy. Originally the knife hands of the insane doctor belonged to this nurse.

BELOW AND OPPOSITE: Nam. The London version of the furniture resembles how it looks in real life, while the insane version is all white with some beautiful decorations.







Hong Lei. The insane kids live in the dollhouse, as they did in the first *Alice*. We wanted them to be crazier this time, so I took references from some cerebral surgery books. **KW:** To connect the Dollhouse with the first game, we brought back these insane children, but we wanted to give them a bit of a redesign. Hong Lei recaptured their personalities perfectly.



Pu Jin Song. This is the doll-head version of Alice. We based it on Alice's face to differentiate it from other doll heads.

PREVIOUS PAGE Hong Lei. The Dollhouse is an original area created for the game. We used Victorian dollhouses as reference and put in a lot of surreal and weird elements. In this concept art, we showed the bright and colorful style of this scene, as well as some gameplay elements.

THE DOLLHOUSE

WHEN WE SET out to design Wonderland, we brainstormed lots of new locations Alice could visit, themed around childhood or Victoriana or gameplay ideas. After Hong Lei created the image on the facing page, we knew we had to have a gigantic dollhouse level in the game.

As you can see, this one image contains a wealth of gameplay and design ideas, which we mined over the course of production. We really liked the idea of walls folding out, and we kept finding new ways to use doll limbs and heads in horrible ways.

The aesthetic for this area was inspired by the work of Mark Ryden and other lowbrow/Hi-Fructose artists. We used wood, porcelain doll parts, cake, and candles, unified with a pastel color scheme.

After Hong Lei's initial image, we wanted to explore the basement below the dollhouses. Our initial idea was that dolls were discarded down here. Then we became inspired by the work of the Brothers Quay and their amazing stop-motion puppet work. We thought this dark, dusty underworld was the perfect complement to the colorful yet twisted world above. Here, the wood is rougher, and nails and screws become more prevalent. Wires and sewing-machine parts appear, which later became a motif of the Dollmaker. We also had fun mixing bones and other creepy biological elements together.





Below: Jack, a handsome young boy, is the owner of the magic bean.

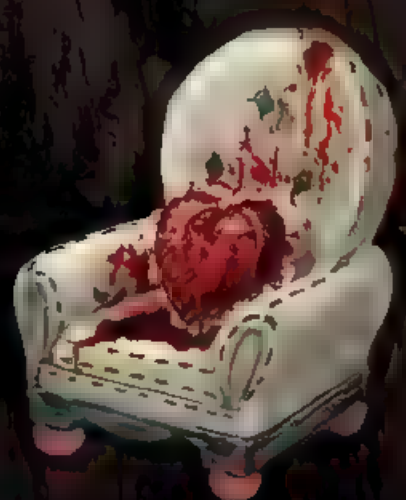
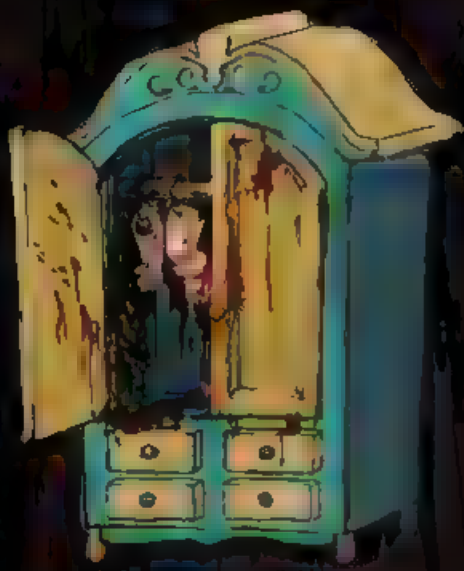
Here, the house is the magic bean. It is designed as a simple, old-fashioned house, the kind of house that the giant would like to live in. The house is a simple, old-fashioned house, the kind of house that the giant would like to live in.



A BOY'S OWN STORY: The story of the boy who was taken to the land of the giants. It is a story of a boy who was taken to the land of the giants. It is a story of a boy who was taken to the land of the giants.

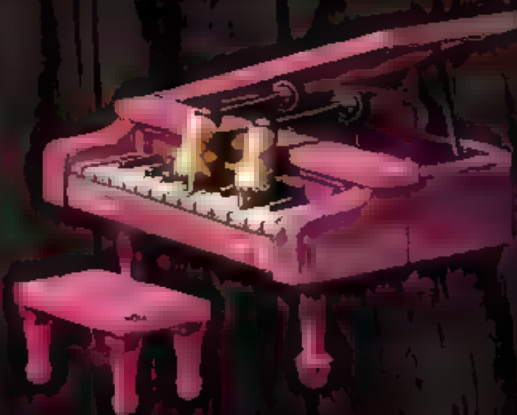
1891: The first illustration of the boy who was taken to the land of the giants. It is a story of a boy who was taken to the land of the giants. It is a story of a boy who was taken to the land of the giants.





Hong Lei. These are furniture and decorations for the Dollhouse. We adapted a lot of ideas to make them match the feeling of dollhouses. RW: These models are jam packed with detail. The more that players look around this environment, the more cool little things they'll find.

PREVIOUS PAGE: Sun Guoliang. Lair of the final boss, the Dollmaker, who controls everything in the Dollhouse Domain. This giant, black monster is the root of all evil things.



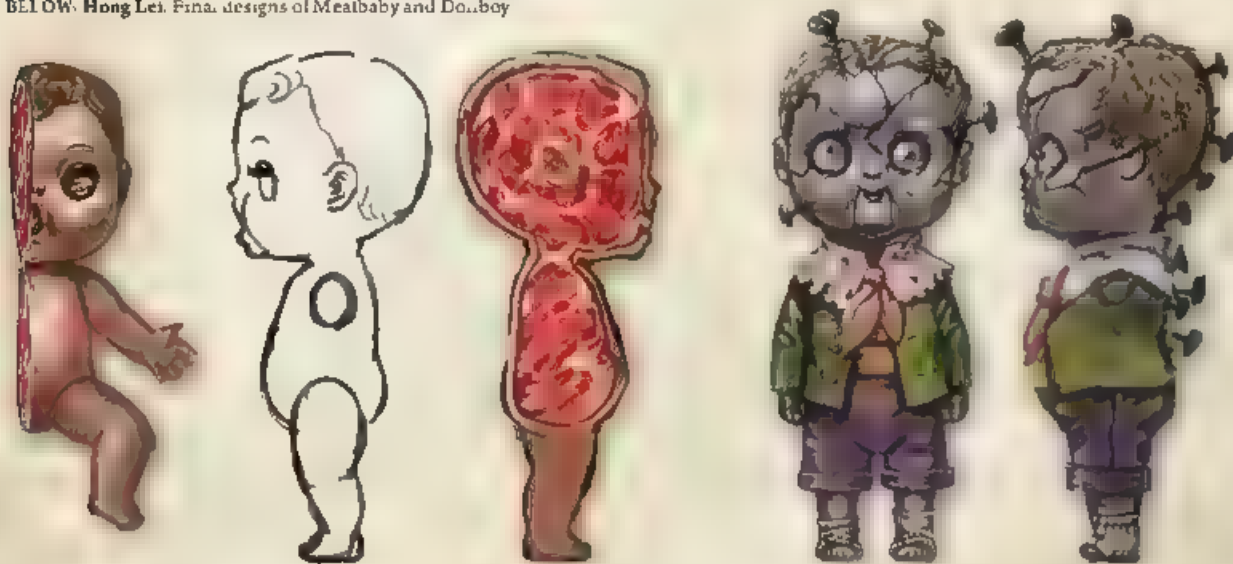


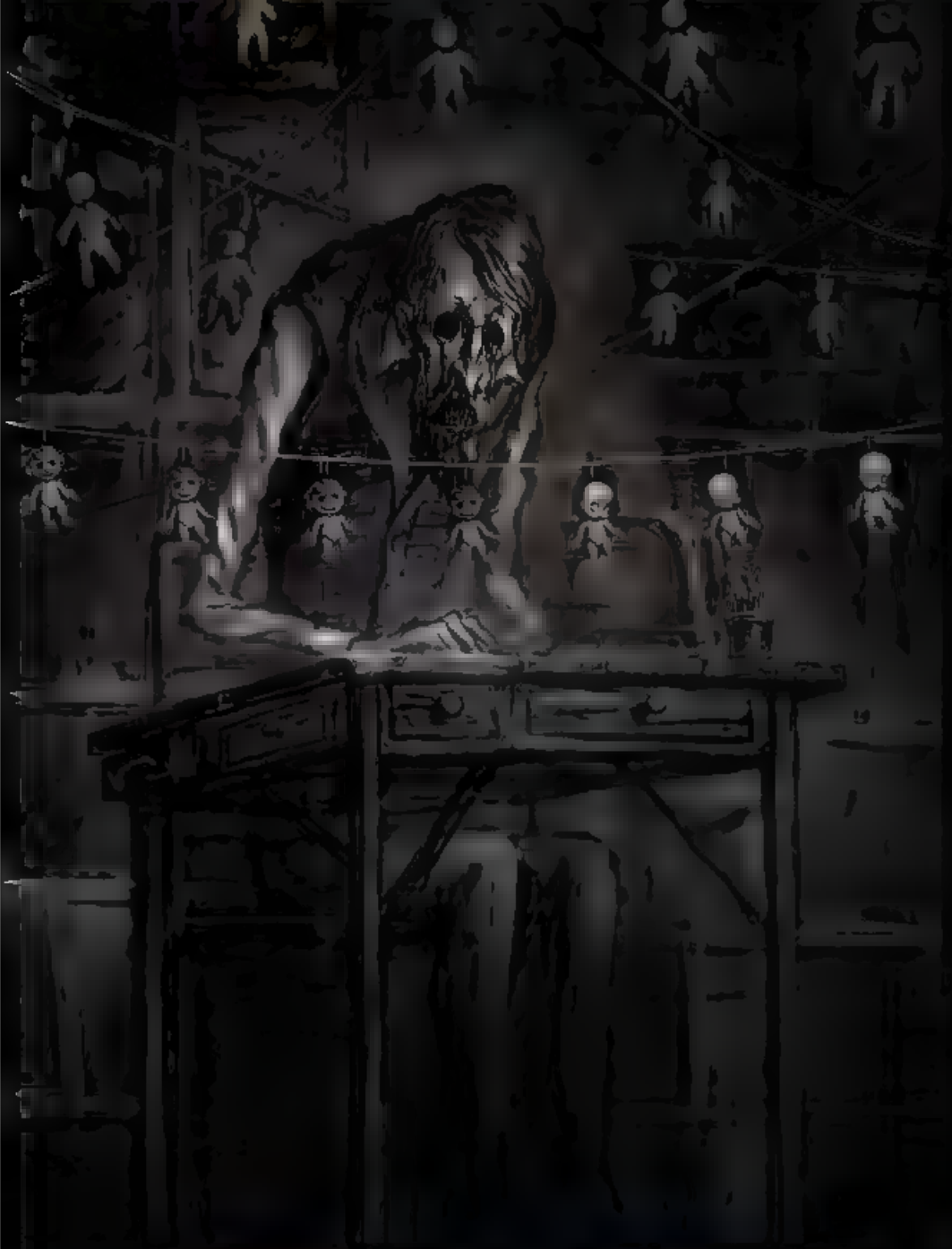
Luis Melo.

LEFT Nako. The final design for the boss of the game—the Dollmaker. Sun Guoliang, Luis, and I made a lot of sketches before I made this based on Ken's and the game designers' advice. The whole process was exciting and interesting! KW: The Dollmaker design came very late, and it was very challenging to satisfy all the requirements. However I think the result is really amazing, and one of the creepiest, most jaw-dropping designs in the game.



BELOW: Hong Lei. Final designs of Meatbaby and Dollboy.

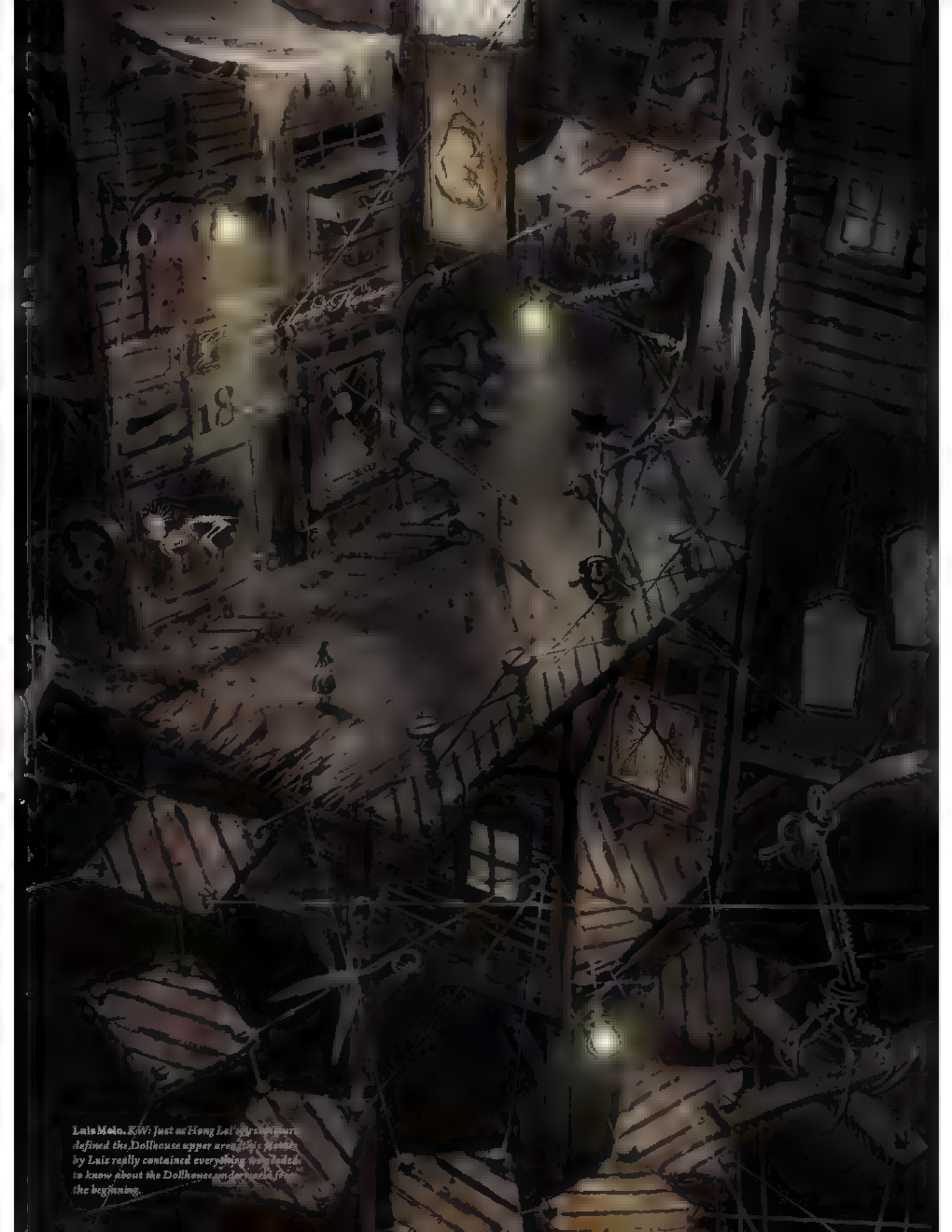




LEFT: Nako. Interior design for the final boss room of the Dollhouse area. Here, Alice discovers how the Dollmaker makes living children into dolls, which is the source of the Infernal Train's power.

BELOW: Hong Lei and Wu YueHan. KW: These are the damage states for Dollgirl. A lot of the combat design came after the models were made, which meant we needed to go back and create damage states and weak points. Dollgirl's heart cavity is milky, an allusion to Alien.

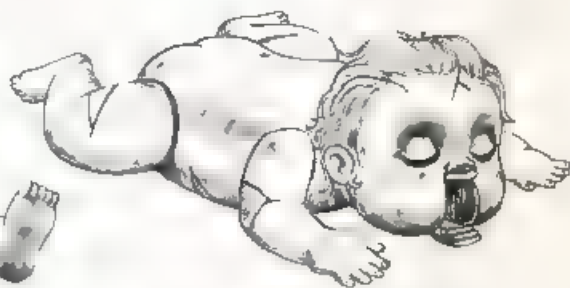




Luis Molo, *KW*: Just as Hong Lei's signature defined the Dollhouse upper area, his notes by Luis really contained everything we needed to know about the Dollhouse and what was from the beginning.



Hong Lei. Some items for the Dol house underworld. We tried to show the darkness, disorder, and gloominess of this sad place

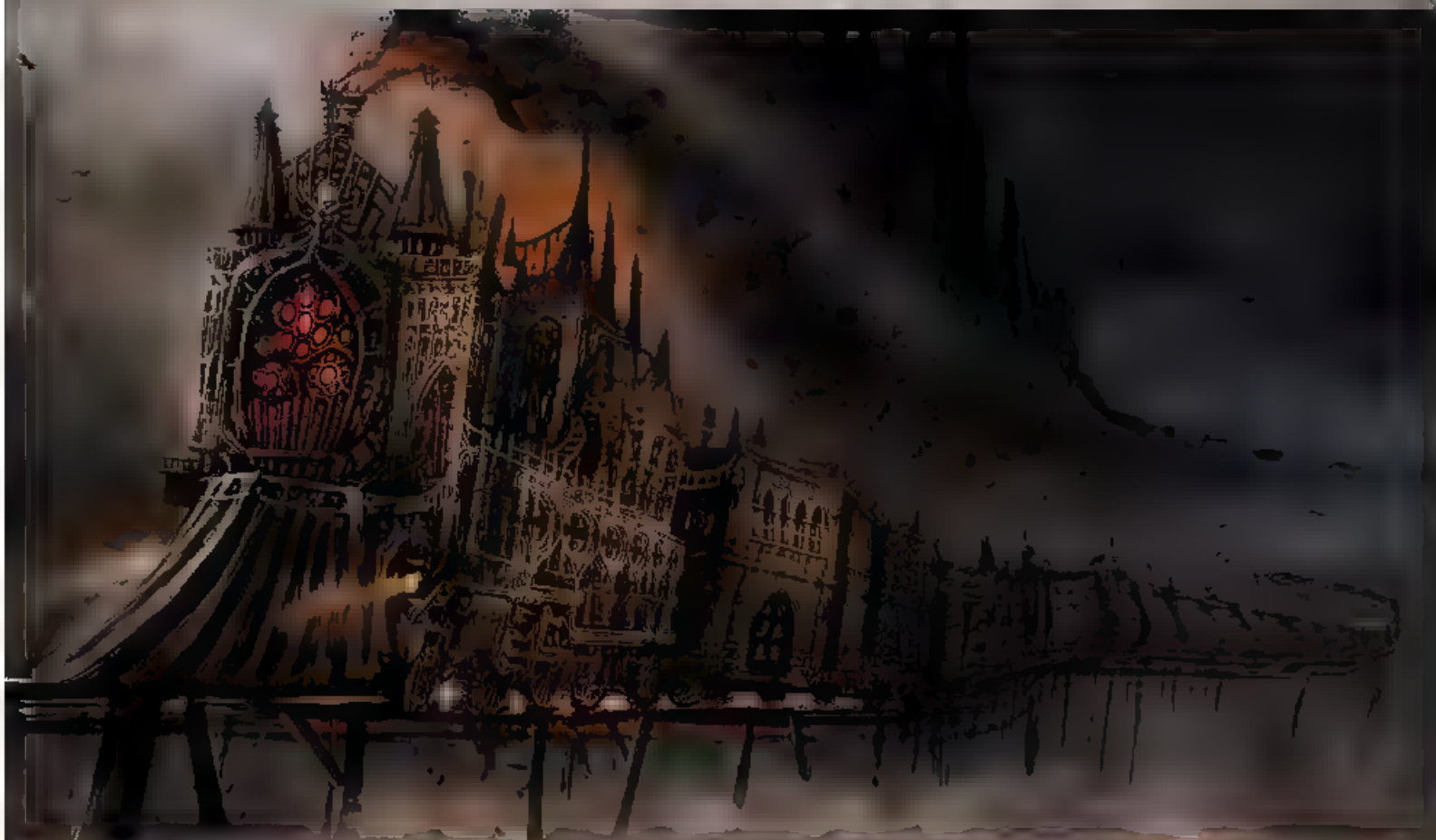


Wang ShengHua. This is an interesting character agile, aggressive, and powerful. KW: Christened Dogbaby, this guy began life as a pet for Dolgirl. His combat appearance was unfortunately cut because of time, but he'll pop up somewhere..



Wang ShengHua. The giant doll, as a tunnel that the player can walk through. KW: As disturbing as these drawings are, they are even more disturbing to play through in the actual game. When we can make the player feel they're doing something "wrong" we know we've gotten the design right





INFERNAL TRAIN

BEING THE SECOND episode in the game series, we wanted *Madness Returns* to borrow certain elements from *Through the Looking Glass*, including the train line. In our game, the train has morphed into something quite different—a harbinger of doom, a representation of the end of Wonderland, and with it, Alice herself. It chases Alice through the world, haunting her.

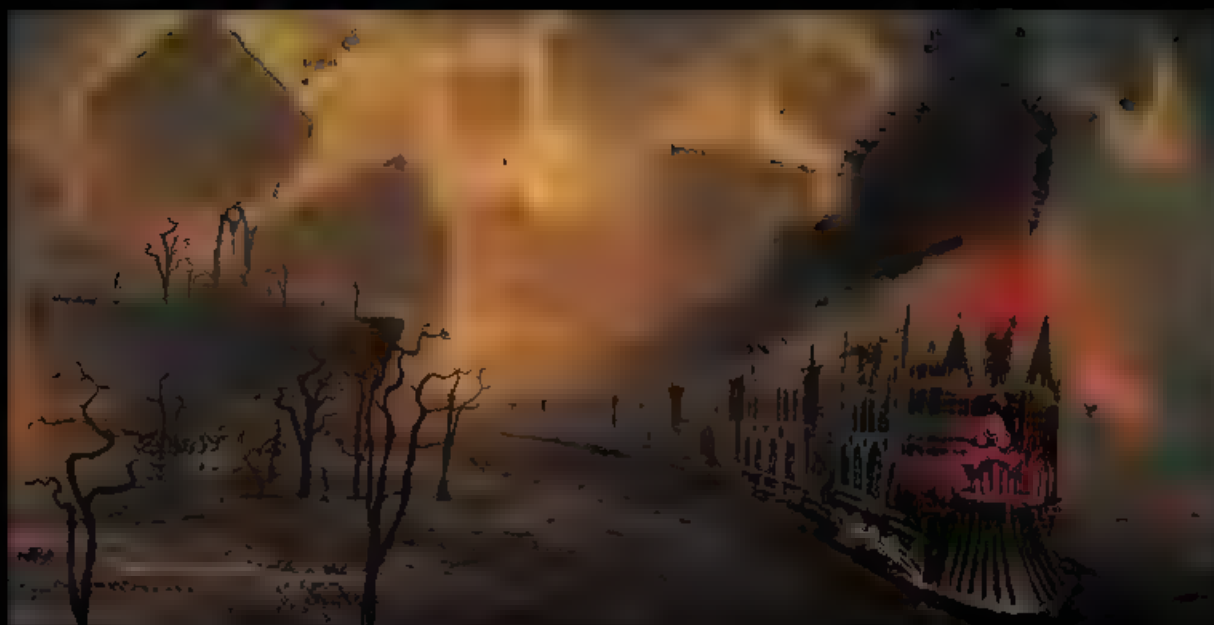
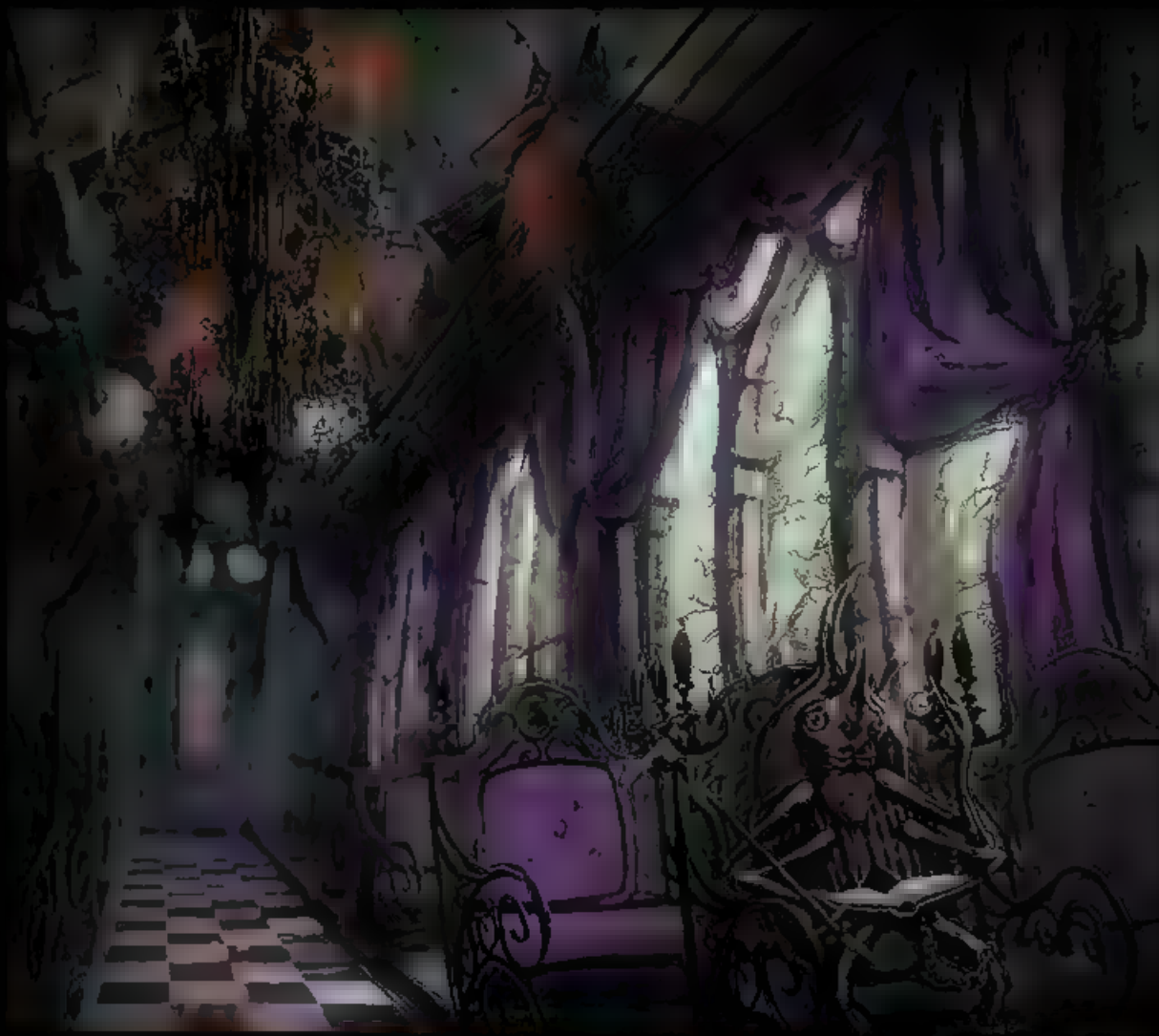
The image above by Sun GuoLiang was done early on and remains the strongest representation of the train—a gothic monstrosity, with carriages grown to the size of cathedrals. It serves as the stage for the showdown with the Dollmaker. To the left is an early image of what the interior might possibly have looked like, when it was a much bigger level. We tried our best to separate the themes and motifs of the train from the Hatter's Domain.



TOP: Sun GuoLiang. This Infernal Train design was made when we had just started this project. It comes from Ken's description and the designers' requirements. This steam monster is made up of big buildings, really huge.

LEFT: Luis Melo.





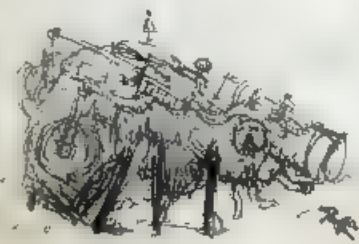
TOP: Luis Melo. KW: This is quite close to the final design of the train interior, which appears much smaller and calmer compared to the exterior. The beetle guy didn't make it, though. BOTTOM: Luis Melo.



Naka. These are sketches for the boss battle room. A dark engine room of gothic style, it is destroyed in the end.



Hong Lei and Nako. N These are the *Ruin Enemies* that appear throughout all the domains. There are four of them, all born from the Internal Train. They originally corresponded to Alice's four types of weapons. Hong Lei and I tried a lot of combinations of doll parts and *on* to make them look cool. We also were inspired by No-Face from *Spirited Away*.







Felipe Martins and Renato Faccini. *FM* The final Mock Turtle, the one who receives the dismissal letter, doesn't wear a hat, shoulder pads, or medals. You see, Mock Turtle wasn't an admiral yet. Hopefully we realized that soon enough.



Renato Faccini. *FM* Renato Faccini's talent is overwhelming. Like Avi, our art producer, once said, "He raised the bar for all of us."

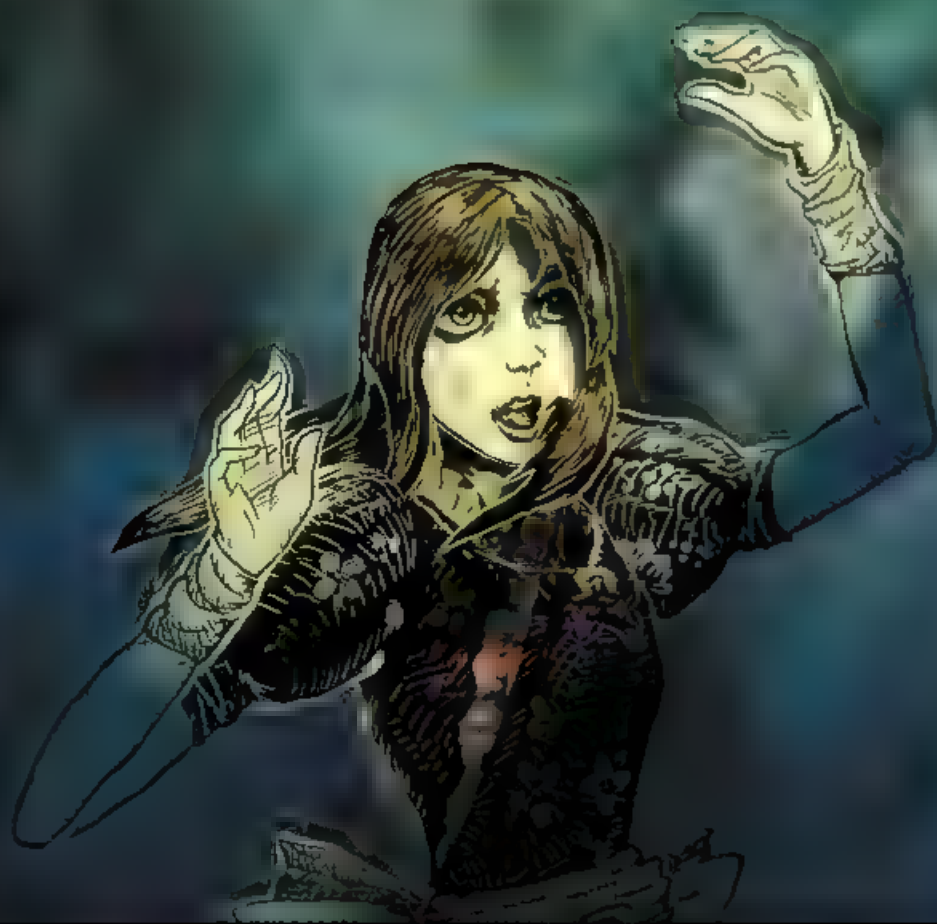


Edward Goin, FM. Edward Goin, our animation director for 2-D cinematics, showed us some of his magic when he followed the mood and vibe of the Tundra exactly as Nako, the concept designer, imagined it



Sun GuoLiang, Renato Faccini, and Felipe Martins. FM. Sun GuoLiang's horror-struck fish-man on the left, Renato's shaken Mock Turtle in the middle, and my version of the Wairus on the right





LEFT: Sun Gooliang and Felipe Martins. **FM:** Some of the assets to be animated were packed with an incredible number of layers, ready for action. I remember counting more than seventy on a walking version of Bumbly.

BELOW: Felipe Martins. One of the first mockups to be presented as an art guide for 2-D cinematics. This one represents all Wonderland sequences. Later on, Ed added his own signature with awesome, colorful lights and shadow casting.





2D-Chemical

James C. Quinn, PhD, argues

Assets: House wall plus window. Allow
extra for shadow casting.

VP Finalizable
ADMP Non-Confidential | Disposition can
 sleeping | umhuw wumtup, nunsu, shup |
 Qoor painting

anCvccvcl: dle hcccl: Crcvly thccclccv dle
pccclclcl: dle dclcl

anCvccvcl: dle hcccl: Crcvly thccclccv dle
pccclclcl: dle dclcl

CV^a

Aspects: Finding Abu's scared face. Harsh, blunt.



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FADE PLURAL



ABOVE: Wu YueHan and Felipe Martins. FM: For a while, we discussed the usage of animated assets instead of realistic fire effects on some scenes. Realistic fire was easier, faster, and showed good results. Real fire won. BELOW: Wu YueHan and Sun Guoliang.





Felipe Martinez. Another old mockup, this one representing London sequences, dirty and desaturated. Also my favorite.

Chapter 4 - Guard Narrative

2D Cinematic. Goal: Encounter with Ash, The Pimp

- Alid shot, two guards holding Jack he's looking back at them. He's angry. guards are looking at him. Zoom in.

VO: "Same night Jack better that waste of mother's love. was rabbed for gutting that heavy outside the Her main."

Assets: Back view 2 guards and one angry Jack. He'll be taking back. Try something enjoyable on the floor.
- Wide shot of Alice being dragged around by two guards. She's screaming in anger.

VO: "It was taking Alice down. and. We meet two copper walking Jack to the cells."

Assets: Full front of 2 guards and London Alice. Again, expressive pose. Good rhythm. Lantern. prison door. 1 bench already heavy.
- Mid shot of guards holding Jack. He's explaining himself, pleading not guilty. Foreground, cut in of Alice looking at him.

VO: "He's making the usual 'I never 'erring bloke' nonsense."

Assets: Full front of Jack pleading and guards holding him, mid shot London Alice, back view.
- Suddenly he's Alice points at her. He's out.

VO: "What he does Alice. That's the bit I've done it. he yells."

Assets: Same Jack alternative head (freaked out/angry) and pointing hand.
- Alice is really angry, cursing Jack with all her might. Guards next to her, just watching.

VO: "She screams 'you miserable cur'."

Assets: Mid shot London Alice, angry and talking her first 2 mid shot guards. No pose.
- Cut of both and guards. He's taking those 'I never to do nothing. Guards are laughing, after all he is a jerk.

VO: "You know, you magger."

Assets: Same bodies, alternative Jack head (outraged face). 2 guard heads (laughing).
- Wide shot of outraged Jack and laughing guards. Back view Alice. She still spitting her curses.

VO: "Bring off another's labor etc."
- Mid shot of Alice, passing out, and angry. She's about to go on 'Wonderland', so to speak.

VO: "I'm admitting her line of inquiry last suddenly."

Assets: Same mid shot London Alice, with alternative hand and (laughing) heads. Alternative head for guard (laughing).
- And she falls.

VO: "she hits her head on something and faints."
- She lies on the ground, cut in of a guard's leg. Jack and guards on the background, looking at Alice. No one is laughing anymore.

VO: "couldn't send her home could it."

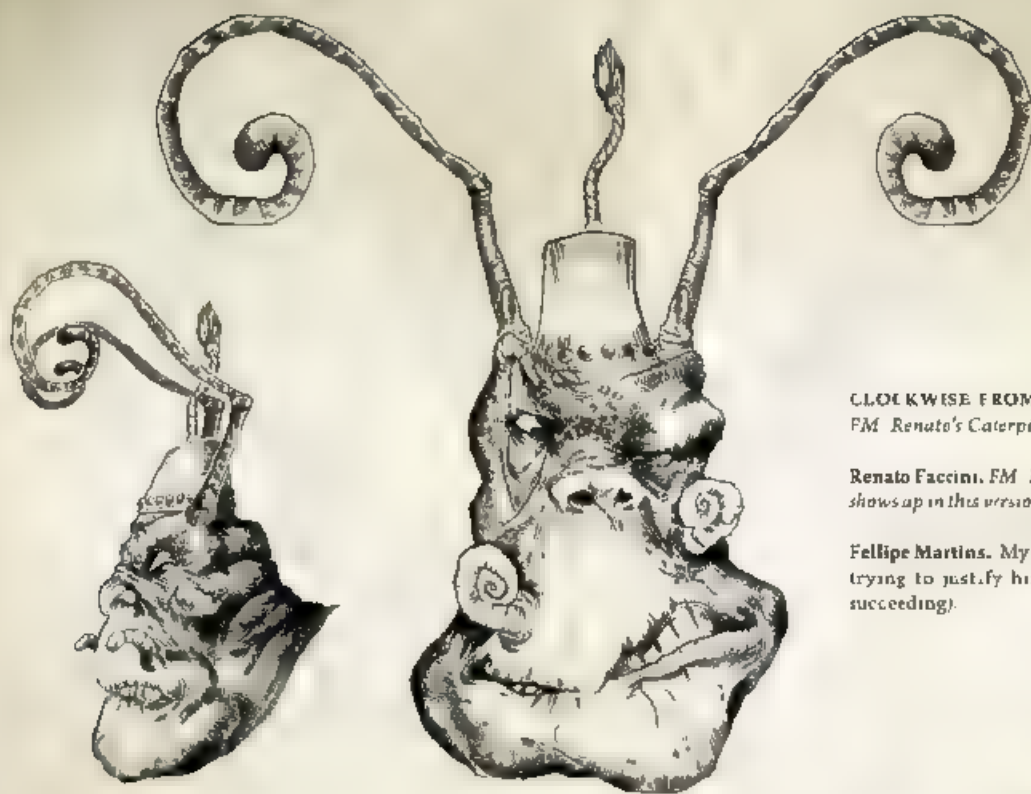
Assets: View from top of Alice's head, lying on the ground. guard leg. Same Jack with 2 guards, (optional) heads, looking at Alice).



ABOVE: Sun GuoLiang and Felipe Martins. *FM:* My favorite sequence would be the guards' narrative, where the cops explain how Jack Splatter (one of my favorite characters) triggered Alice's rage toward that "mission of mother's love."

BELOW: Felipe Martins and Wu YueHan. *FM:* Plenty of room for funny facial expressions with Jack.





CLOCKWISE FROM LEFT: Renato Faccini.
F.M. Renato's Caterpillar, just about to hatch

Renato Faccini. F.M. Renato's attention to detail
shows up in this version of the Mad Hatter

Fellipe Martins. My version of the Carpenter,
trying to justify himself to Alice (and not
succeeding).





Joy Ang of UDON: *KW: This is one of the scariest illustrations we've come across from Joy Ang. She really got the creepy-doll thing easily and injected her own ideas into the mix.*



Joy Ang of UDON KW: Another of Joy's illustrations. This image prompted us to assign alchemical symbols to each of the characters. The card back Joy designed here was eventually used in the game, too.





Nako, Sun GuoLiang, Hong Lei, and Ken Wong. KW: This was an early attempt by our internal team to design a marketing image. Because it needed to be done really fast, various parts of this image were done by different artists, then combined. We each did color treatments, and then passed the selected color treatment between us for final adjustments.





ALICE
MADNESS RETURNS

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ALICE
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ALICE
MADNESS RETURNS

LEFT: Sakso, Midnight in Hyde Park. Alice sees her house floating and on fire, and her family members are waiting to her.

ABOVE: Ken Wong, Sakso, and Kati Maki. Kati: There are various ideas for the game logo.



ABOVE: Luis Melo. BOTTOM LEFT: Nako. BOTTOM RIGHT: Ken Wong.



